



Visit Bend Board of Directors Meeting Minutes November 17, 2020

Location: Zoom

Present Via Zoom: Kevney Dugan, Nate Wyeth, Valerie Warren, Tawna Fenske, Kelli Carrow, Laurel Hunter, Noelle Fredland Matt Williams, Michelle Mercer, Todd Montgomery, Alan Dietrich, John McLeod, Diana Spring, Scott Greenstone

Via Zoom Guests: Wes Price, Heather McMeekin, Dave Nissen, Petie Thom, Julia Theisen, Raul Ainardi. Additional guests attended, however their names were not given on their Zoom profiles.

Call to Order

Chair Noelle Fredland called the meeting to order at 8:03 a.m.

Approval of Meeting Minutes

Matt Williams moved to approve the September Board Meeting Minutes; Michelle Mercer seconded. The minutes were unanimously approved.

Annual Financial Review

Wes Price and Heather McMeekin of Price Fronk & Co. presented the annual financial review. They are issuing a clean report. The cash position is high. Visit Bend received an EIDL loan in May. Visit Bend's current lease will end in early 2021. Additional details are available in the Board Packet/Slide Deck.

Financial Report

Scott Greenstone presented the current financial report. The current budget was based on the best information that was available at the time to attempt to forecast the impact of the pandemic. Actual results have far outpaced what was planned. City revenue is 59% ahead of budget. Personnel expenses are close to budget; sales and marketing is much less than budget as Visit Bend has not been advertising but is still working to prepare assets that will be ready once the time comes. Cash reserves are currently high. The Bend Cultural Tourism Fund money market account balance is also high as grant funds were not deployed last spring.

Alan Dietrich moved to approve the Annual Financial Review and Financial Report. Todd Montgomery seconded. The review and report were unanimously approved.

Tourism Industry Briefing

Kevney Dugan discussed highlights from recent tourism industry data. Transient Room Tax has been strong but lower than last year.

STR weekly occupancy data shows that demand is down.
AirDNA data shows the vacation rental market is strong.

Kevney also discussed the new COVID-19 restrictions for Oregon, Washington, and California.

Marketing Update & Strategy

Nate Wyeth presented the current marketing timeline. While preparations are being made, no advertising will be done until a later time. Visit Bend is working to update the website to feature local businesses such as restaurants offering takeout and delivery. Visit Bend is also sharing responsible messaging in line with current health guidelines.

The Bend Ale Trail will be updated in the spring.

The second volume of *Ineffable* is currently in production. The books will be purchased via a donation of \$15 to Pledge for the Wild.

Board Questions & Comments

Todd Montgomery commented that he thought the recent community PSA Visit Bend partnered on was well-done.

Community Questions & Comments

There were no questions or comments.

The meeting was adjourned at 9:02 a.m.

Notes by: Valerie Warren, November 17, 2020