



Visit Bend Board of Directors Meeting Minutes May 18, 2021

Location: Zoom

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

Via Zoom Guests:

Carla Moore, Barbara Simms, Julia Theisen, Beau Estes, Olivia Evers, Courtney Braun, JoAnna Eisler, Susanne Roig, Eric Rock

Call to Order

Chair Matt Williams called the meeting to order at 9:02 a.m.

Approval of Meeting Minutes

John McLeod moved to approve the March 2021 Board Meeting Minutes; Michelle Mercer seconded. The minutes were unanimously approved.

Financial Report

Scott Greenstone presented the most recent financial report through April. Scott stated that until the new fiscal year, the City of Bend will not be remitting additional lodging tax, as the TRT collections remitted have already reach 10% over the current year's budgeted amount. The additional tax will be remitted to Visit Bend in the next fiscal year, which begins July 1, 2021.

Even with no City funding during April, revenue is still over budget year-to-date. Expenses are under budget, especially due to the majority of marketing activities being deferred. The cash position is strong.

Tourism Industry Briefing

Kevney Dugan presented the most recent tourism data. TRT is starting to reach pre-pandemic levels. Kevney discussed the most recent room tax collections by property type. Airbnb and vacation rentals continue to perform well. Kevney also presented weekly STR data and AirDNA data. More information is available in the Board Meeting Presentation.

Updates + Timelines

Valerie Warren discussed the recent Bend Cultural Tourism Fund grant application cycle and the annual grant meeting which occurred yesterday, May 17. The final funding recommendations will be made today and the BCTF Administrator and Executive Committee will meet with the Visit Bend Board within the next few weeks when the Board will officially approve the grants.

Kevney stated that the City of Bend's adoption of funding for tourism-related facilities is in progress. He also discussed the upcoming Bend Sustainability Fund and presented the Advisory Council and Liaisons. More information is available in the Board Meeting Presentation.

FY 22 Business Plan

Kevney presented the Business Plan for the upcoming FY 22 fiscal year.

Todd Montgomery moved to approve the FY 22 Business Plan; Michelle Mercer seconded. The Business Plan was unanimously approved.

Noelle Fredland was not present at the meeting but voted to approve the Business Plan prior to the meeting via email.

Marketing Update + Strategy

Nate Wyeth said that the marketing team has been working on several projects to improve the Visit Bend website.

The Bend Ale Trail will relaunch in June with a new app and completely updated program.

Kelli Carrow discussed the upcoming media plan. New opportunities are being incorporated.

Tawna Fenske stated that PR activities have started to resume. Tawna has also been working on influencer marketing with Kelli. Last week members of the Visit Bend team had a lunch with a freelance journalist.

Nate said it is excited to be able to move towards resuming marketing activities.

Board Questions + Comments

Alan Dietrich asked when meetings would resume in person. Kevney stated that we would look at this for future meetings.

Diana Spring is excited about the Bend Sustainability Fund. She said she is concerned about staffing and about vaccine hesitancy among her staff.

Todd Montgomery is looking for information on the labor issues.

John McLeod said they are hoping to have some mountain biking open for closing ski weekend on Memorial Day. They are planning to open summer operations on June 12. Sun Country Tours has starting rafting tours.

Michelle Mercer is starting to feel more optimistic and hopeful.

Erick Trachsel stated they have seen an uptick in group travel and bookings.

Community Questions + Comments

There were no comments or questions.

Alan Dietrich moved to adjourn the meeting. John McLeod seconded. The vote was unanimous in favor. The meeting was adjourned at 9:54 a.m.

Notes by: Valerie Warren, May 18, 2021