



## **Visit Bend Board of Directors Meeting Minutes September 21, 2021**

**Location:** Zoom

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

**Via Zoom Guests:**

Barbara Simms, Emmy Andrews, Rachel Colton, Cassandra Kreft, Steve Roti, Karen Gentry, Beth Macinko

**Call to Order**

Chair Noelle Fredland called the meeting to order at 9:01 a.m. John McLeod is abstaining from the meeting as Mt. Bachelor is one of the applicants for a Bend Sustainability Fund grant.

**Approval of Meeting Minutes**

Diana Spring moved to approve the May 2021 Board Meeting Minutes; Michelle Mercer seconded. The minutes were unanimously approved.

**Financial Report**

Scott Greenstone presented the most recent financial report through August. Revenue is tracking about 20% ahead of projections. The Bend Cultural Tourism Fund and Bend Sustainability Fund grant programs are being funded.

Sales and Marketing expenses are significantly under budget as marketing campaigns are minimal at this point due to the pandemic situation. Overhead expenses are slightly below budget.

The net effect is that the cash position is high and will likely remain high. Scott also discussed the cash reserve accounts.

Price Fronk & Co. is currently working on the annual financial review.

Diana Spring moved to approve the financial report. Alan Dietrich seconded. The report was unanimously approved.

**Tourism Industry Briefing**

Kevney Dugan discussed tourism industry trends and metrics. ADR is recovering well. Demand numbers are recovering but are not at 2019 levels yet.

More information is available in the Board Meeting Deck.

## **Board of Directors**

Kevney discussed the terms of the current Visit Bend Board of Directors as well as announcing that one new Board Member will be recruited.

## **Bend Sustainability Fund**

The Bend Sustainability Fund recently went through its first grant application period. The applications were reviewed by the BSF Advisory Council as well as land manager Liaisons. The applicants were also distributed for vote via a community ballot. Serena Gordon is the Visit Bend staff member who developed and launched the program.

Kevney presented each of the projects. More information is available in the Board Meeting Deck.

Alan Dietrich moved to approve the funding recommendation of \$540,225 in 2021 and \$297,000 to be awarded in 2022 as outlined for the proposed projects of the Bend Sustainability Fund. Matt Williams seconded. The funding was unanimously approved by the Board of Directors. John McLeod abstained from the meeting and the vote as Mt. Bachelor is one of the applicants.

## **Marketing Update + Strategy**

Nate Wyeth covered some recent marketing highlights.

The Bend Ale Trail was recently re-launched and the new program includes a souvenir paper passport for purchase as well as a web app. 15,000 people have already participated. Portland, Seattle, and the Bay Area are the most represented areas, according to app tracking. Bend Ale Trail Month is coming up in November.

Kelli Carrow discussed the fall and winter upcoming media buy. Partnerships and giveaways will be part of the campaigns as well as influencer marketing, podcast advertising, and a focus on digital placements.

Tawna Fenske stated that prominent beer and outdoor influencers are coming to Bend during the next few months.

## **Board Questions + Comments**

Diana Spring said that guests shopping for vacation rentals seem to be moving toward more direct booking to avoid fees that Airbnb, etc. are charging.

Todd Montgomery said that the Bend Chamber and ORLA have given them opportunities to discuss the labor shortage. They are focused on research that will assist in building a sustainable work force in the hospitality industry.

Alan Dietrich said that staffing and supply chain continue to be a challenge. The traffic in the tasting rooms was slower this summer.

## **Community Questions + Comments**

There was no public comment.

The meeting was adjourned at 10:07 a.m.

Notes by: Valerie Warren, September 21, 2021