



Visit Bend Board of Directors Meeting Minutes November 16, 2021

Location: Zoom

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

Via Zoom Guests:

Wes Price, Heather McMeekin, Carla Moore, Chase Santillanes

Call to Order

Chair Noelle Fredland called the meeting to order at 9:02 a.m.

Approval of Meeting Minutes

Diana Spring moved to approve the September 21, 2021 meeting minutes. Matt Williams seconded. The minutes were unanimously approved.

Annual Review

Wes Price and Heather McMeekin of Price, Fronk & Co. presented the annual financial review. They are issuing a clean report. The internal financial statements reflect new timing difference and revenue recognition standards according to GAAP. Wes stated that Visit Bend is in a very healthy financial position.

Alan Dietrich moved to approve the annual financial review. Matt Williams seconded. The annual financial review was unanimously approved.

Financial Report

Scott Greenstone discussed the most recent financial reports.

Revenue is over budget 16% year-to-date. Prior year city funding was capped in the prior fiscal year as revenue was well over budget. The revenue was collected by Visit Bend in July. Scott also discussed the new revenue timing differences. Scott stated that advertising revenue will remain under budget as the decision has been made not to sell print ads in the upcoming Bend Visitor Guide.

Personnel and overhead expenses are running close to budget. Sales and Marketing expenses are significantly under budget but will ramp up as the winter season starts.

The cash position is high due to dedicating funding to the Rainy Day fund, BCTF and BSF grant programs.

More details are available in the Board Meeting Deck.

Matt Williams moved to approve the financial report. Diana Spring seconded. The financial report was unanimously approved.

Tourism Industry Briefing

Kevney Dugan presented the tourism industry metrics.

Transient room tax collections for September were up 44% over September 2020. Occupancy also continues to recover. Vacation rental numbers look strong.

More details are available in the Board Meeting Deck.

Kevney stated that Visit Bend expects to submit for the RFP in January.

There was a recent City Council meeting discussing the possibility of holding back funding for City tourism facilities funding. This is currently being discussed in a City of Bend subcommittee.

Marketing Updates

Nate Wyeth said that the new Bend Ale Trail launched in July has seen incredible turnout. The new web app allows for detailed metrics.

Influencer marketing is a renewed focus showing great ROI. Tawna Fenske stated that DEI representation is an important component.

Search marketing is also performing well.

The new Bend Visitor Guide should be out in January.

Volume III of Ineffable will be available in early December.

New tools allow for detailed tracking of marketing campaigns.

More details are available in the Board Meeting Deck.

Board of Directors Changes

Noelle Fredland is stepping down as Board Chair and moving to the Treasurer position. Todd Montgomery will be the new Visit Bend Board of Directors Chair.

Matt Williams moved to accept the slate of new board positions. Alan Dietrich seconded. The new board positions were unanimously approved.

Board Questions + Comments

There were no board comments.

Community Questions + Comments

There was no public comment.

The meeting was adjourned at 9:58 a.m.

Notes by: Valerie Warren, November 16, 2021