



## Visit Bend Board of Directors Meeting Minutes January 18, 2022

**Location:** Zoom

**Present Via Zoom:** Kevney Dugan, Nate Wyeth, Laurel Hunter, Tawna Fenske, Kelli Carrow, Serena Gordon, Todd Montgomery, Noelle Fredland, Diana Spring, Matt Williams, Erik Trachsel, John McLeod, Takara Reynolds, Daniel Elder, Courtney Braun, Josie Norris, Scott Greenstone

**Via Zoom Guests:**

Barbara Simms, Beau Eastes, Kelly Newcombe, Carla Moore

**Call to Order**

Chair Todd Montgomery called the meeting to order at 9:02 a.m.

**Approval of Meeting Minutes**

Matt Williams moved to approve the November 16, 2021 meeting minutes. Noelle Fredland seconded. The minutes were unanimously approved.

**Bylaw Amendments**

Matt Williams moved to approve the bylaw changes. Diana Spring seconded. The bylaw changes were unanimously approved.

**New Visit Bend Board Members**

Courtney Braun with Wanderlust Tours, Josie Norris with the Conservation Alliance, Takara Reynolds with Bellatazza and Lone Pine Coffee, and Daniel Elder with Campfire Hotel were all brought on as new board members. Noelle Fredland moved to approve the four new board members. Diana Spring seconded. The new board members were unanimously approved.

Visit Bend is planning to get the board members together to discuss goals and plans for the next FY.

**Financial Report**

Scott Greenstone discussed the most recent financial reports and filled in the new Board Members on the process along the way.

Year-to-date (halfway into our FY22), there's a continuation of the same trends we've been seeing thus far. Revenue is tracking over budget by 17% with an increase in year-over-year lodging activity.

Courtney Braun asked when we budget for FY23, and Scott responded that the business plan and budget will be presented to City Council in June and forecast into the future for budgeting.

Personnel is running close to budget. Grant Programs are running ahead of budget, similar to revenue percentages.

Sales and Marketing expenses are significantly under budget, mostly due to timing differences and pandemic unknowns with a nimble strategy.

Overhead expenses are running close to budget. Visit Bend will likely finish the year with a surplus, according to Scott Greenstone.

The Rainy Day Fund is continuing to accumulate 10% of revenue. This fund should hit its cap in the next few months before FY22 ends.

The BCTF and BSF grant programs will grant its funds in their next grant cycles.

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

### **Tourism Industry Briefing**

Kevney Dugan presented the tourism industry metrics.

Transient room tax collections for November were up 54% over last year. The hotel industry performed well in November (similar to pre-pandemic times). Vacation Rental industry continues to be strong, now contributing 1/3 of the TRT collections. RV Parks and B&B continue to see fluctuations. There's been an increase in supply in hotel rooms, with a good occupancy level in December and a strong ADR. The first week of January 2022 is looking positive. Under the Comp Set Occupancy Rates and ADR, Bend remains consistent and steady. According to AirDNA, Vacation Rentals are slightly down compared to last year, but starting to see a more traditional travel pattern.

City Council will likely decide on the organization who wins the RFP by end of February.

More details are available in the Board Meeting Deck.

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 mention that in 2021, visitbend.com saw just under 2.4 million page views and 1.2 million sessions. This is slightly off from 2020 due to pandemic reasons but is continuing to see growth and getting back to normal numbers. There has been an increase in local traffic during the pandemic, viewing covid guidelines, restaurant takeout and delivery information, closures, and openings, etc. The Bend Ale Trail, Where To Stay, and other traditional high-ranking pages are also ranking strong. Traditional, Visit Bend markets to all aspects of the customer journey, however, due to pandemic reasons, Visit Bend is focusing on the planning and preparation phases and being very strategic on focused campaigns. Such campaigns include search, focused display campaigns, strategic partnerships such as TripAdvisor and Matador, and influencer marketing.

The Visitor Guide will be going to print early February. With a brand-new design, some features include 'featured in' sections, a removal of advertising, include historical sections, an inclusion of 'guides', a tear-out map, a robust Bend Ale Trail section, sustainable messaging, and 'thank you' letters to the Bend community.

More details are available in the Board Meeting Deck.

### **Grant Programs**

The BCTF's grant cycle will be open through March 31, 2022.

The BSF awarded 8 projects in October 2021. Full current progress reports are due March 2022. Next year's funding cycle applications open on July 2, 2022.

### **Board Questions + Comments**

There were no board comments.

### **Community Questions + Comments**

Beau Eastes with the Old Mill District commented that he's looking to possibly apply for a BSF grant to install a bike rack system at the Hayden Homes Amphitheater and improve the biking experience in the area.

The meeting was adjourned at 10:00 a.m.

Notes by: Kelli Carrow, January 18, 2022