



Visit Bend Board of Directors Meeting Minutes March 15, 2022

Location: Zoom

Present Via Zoom: Kevney Dugan, Nate Wyeth, Valerie Warren, Laurel Hunter, Tawna Fenske, Kelli Carrow, Todd Montgomery, Noelle Fredland, Matt Williams, John McLeod, Alan Dietrich, Daniel Elder, Courtney Braun, Josie Norris

Via Zoom Guests: Carla Moore, Beau Eastes

Call to Order

Chair Todd Montgomery called the meeting to order at 9:03 a.m.

Approval of Meeting Minutes

Matt Williams moved to approve the January 18, 2022 meeting minutes. Noelle Fredland seconded. The minutes were unanimously approved.

Financial Report

Kevney Dugan presented the most recent financial report. Revenue from the City of Bend is over budget. Retail sales are up; advertising sales are down due to print ads not being included in the most recent Visitor Guide. Marketing expenses are under budget. The cash position is currently high. The Rainy Day Fund will soon reach its cap at \$750,000. The funds in the grant programs will be spent later this year as grants are awarded.

More details are available in the Board Meeting Deck.

John McLeod moved to approve the financial report. Matt Williams seconded. The financial report was unanimously approved.

Tourism Industry Briefing

Kevney discussed industry data. Through January, the transient room tax in the City of Bend and Deschutes County continue to perform well. Hotel and vacation rental data show strong performance. Demand numbers are strong and ADR is recovering.

More details are available in the Board Meeting Deck.

Additional Industry Updates

Travel Oregon is currently going through a transformational plan. There is opportunity for public comment. The plan will likely be adopted in June.

The Oregon Governor's Conference on Tourism is currently taking place in Sunriver.

The RFP from the City of Bend is expected to be released soon. Visit Bend will be responding. The Business Plan for the upcoming fiscal year will soon be in development.

Marketing Updates

Nate Wyeth said that a new Bend Ale Trail microsite is being created. It has been updated to match the web app and will include global animations. The Bend Ale Trail campaign is performing well.

The influencer strategy program is showing a strong return on investment.

Strategic partnerships and more traditional PR are continuing.

The new Visitor Guide is out and in distribution. Copies are available at the Visitor Center.

More details are available in the Board Meeting Deck.

Grant Programs

The Bend Cultural Tourism Fund application period is open and will close on March 31st.

The Bend Sustainability Fund application period will open in July. The time to start developing ideas and programs is now.

Board Questions + Comments

Matt Williams asked if Visit Bend has considered adding a second Oregon comp set for STR data. There is regional data available but staff will look into gathering information at the city level.

Todd Montgomery is working on a community sentiment project.

Courtney Braun and her co-worker Jared Garfield have purchased Wanderlust Tours from Dave Nissen.

Community Questions + Comments

Beau Eastes stated that Brewfest tickets go on sale on Thursday. The event will take place in May and is partially funded by the BCTF. 34 concerts have been announced so far. Beau also recently joined the BSF advisory council.

Carla Moore of the DoubleTree said they have had a successful winter with ski groups.

The meeting was adjourned at 9:48 a.m.

Notes by: Valerie Warren, March 15, 2022