



## **Visit Bend Board of Directors Meeting Minutes May 24, 2022**

**Location:** Residence Inn, Bend, Oregon

**Present:** Kevney Dugan, Nate Wyeth, Valerie Wilson, Laurel Hunter, Tawna Fenske, Kelli Carrow, Serena Gordon, Noelle Fredland, Matt Williams, John McLeod, Alan Dietrich, Daniel Elder, Josie Norris, Courtney Braun, Scott Greenstone

**Via Zoom:** Todd Montgomery, Diana Spring

**Guests:** Danelle Allen, Dorothy Dean, Todd Wasilewski

### **Call to Order**

Vice Chair Matt Williams called the meeting to order at 9:03 a.m.

### **Approval of Meeting Minutes**

Noelle Fredland moved to approve the March 15, 2022 meeting minutes. John McLeod seconded. The minutes were unanimously approved.

### **Financial Report**

Scott Greenstone presented the recent financial statements. Revenue is running 10% over budget. This also affects both the Bend Cultural Tourism Fund grant and the Bend Sustainability Fund. Expenses are under budget – particularly due to marketing efforts being reduced during the pandemic.

Because of the 10% over budget clause in the City of Bend contract, Visit Bend will not likely see another payment from the City prior to the end of the fiscal year.

Overhead expenses are close to budget. There is a surplus that will be spent down and redeployed during the rest of the fiscal year.

The cash position at the end of April was \$2.5 million. A large portion of these funds are reserved for Visit Bend's grant programs. The Rainy Day fund is now fully funded at \$750,000.

Alan Dietrich moved to approve the financial report. Noelle Fredland seconded. The report was unanimously approved.

## **Tourism Industry Briefing**

Kevney Dugan presented recent tourism industry data. According to STR reports, there was a slight growth in occupancy year-over-year for the month of April. ADR continues to increase.

The Bend STR competitive set shows that Bend continues to perform well throughout the year.

AirDNA reports show that April occupancy and ADR for the vacation rental market was slightly down. The supply has increased. Average length of stay remains consistent at just over three nights.

More information is available in the Board Meeting Slide Deck.

## **Marketing Updates + Strategy**

Nate Wyeth shared general marketing updates. The blog is currently being redesigned – particularly for better viewing on mobile devices and to give an estimated reading time.

Digital and paid search have also been recent focus areas. Several influencers have visited Bend and have demonstrated a great return on investment. Sustainable tourism is at the forefront.

A Gravel Adventure Field Guide booklet, covering gravel biking in the area, has been produced and is being distributed around town and regionally from Seattle to Chico, CA.

## **Grant Programs**

Valerie Wilson outlined the recent BCTF grant timeline. The slate of recommendations for funding was presented.

Noelle Fredland moved to approve this year's grant recommendations from the BCTF Commission. Josie Norris seconded. The recommendations were unanimously approved.

Serena Gordon said the Bend Sustainability Fund application period will close at the end of July. The funds will be approved in September and will be distributed in October.

## **Business Plan Presentation + Draft**

Kevney Dugan and Nate Wyeth presented a draft of the Visit Bend Business Plan for the upcoming July 1, 2022 – June 30, 2023 fiscal year.

More information is available in the Board Meeting Slide Deck.

## **Board Questions + Comments**

There were no questions or comments.

## **Community Questions + Comments**

There were no questions or comments.

The meeting was adjourned at 10:21 a.m.

Notes by: Valerie Wilson, May 24, 2022