



Visit Bend Board of Directors Meeting Minutes September 20, 2022

Location: Springhill Suites, Bend, Oregon

Present: Kevney Dugan, Nate Wyeth, Valerie Wilson, Laurel Hunter, Tawna Fenske, Justin Keyes, Serena Gordon, Catherine Carroll, Jaime Eder, Matt Williams, John McLeod, Alan Dietrich, Todd Montgomery, Daniel Elder, Scott Greenstone

Via Zoom: Kelli Carrow, Noelle Fredland, Courtney Braun

Guests: Carla Moore, Shannon Monihan, Ian Andreusco, Barbara Simms (via Zoom)

Call to Order

Vice Chair Matt Williams called the meeting to order at 9:06 a.m.

Approval of Meeting Minutes

Matt Williams moved to approve the May 24, 2022, meeting minutes. Alan Dietrich seconded. The minutes were unanimously approved.

Financial Report

Scott Greenstone presented the financial reports and discussed highlights. The current fiscal year revenue is running slightly behind budget. This affects the grant programs as well. Expenses are under budget overall due to timing variances. Scott also discussed the cash position. The Bend Sustainability Fund is on track to fund just over \$1 million in new grants this fiscal year. Scott reported that Visit Bend is in good financial health.

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

Tourism Industry Briefing

Kevney Dugan presented highlights and graphs from recent tourism industry data. More information is available in the Board Deck.

Kevney also stated that Visit Bend is in the process of implementing Zartico, a destination operating system.

The City of Bend is working on revisions to the short-term vacation rental permitting and codes. Kevney said that the proposed changes could affect transient room tax collections and revenue for the City. The BEDAB Advocacy Committee has an upcoming meeting on this topic.

Marketing Update + Strategy

Nate Wyeth shared recent marketing strategies and programs. SEO/SEM and influencer marketing proved successful over the summer months.

Summer video production is wrapping up. Videos are being used on platforms such as YouTube and social media channels. The ads are 7 to 20 seconds and are optimized for the appropriate platform.

Fall and winter strategies include additional influencer marketing, digital marketing, search campaigns, and Bend Ale Trail Month in November.

Tawna Fenske stated that an article on Bend recently ran in *The Washington Post* and there is an upcoming piece in *National Geographic Traveler* in the UK.

More information is available in the Board Deck.

Grant Programs

Valerie Wilson gave a recap of the Bend Cultural Tourism Fund grant program. \$400,000 was granted for the current fiscal year.

Serena Gordon said that the Bend Sustainability Fund grant program received 19 applications; 11 advanced to the review process; 9 applications were approved to move forward to the community ballot process, meaning that all 9 will receive some level of funding. The expectations are that approximately \$1.1 million will be granted.

The recommendations will be presented to the Visit Bend Board of Directors on October 3rd.

Workforce Development

Jaime Eder started as Workforce Development Director with Visit Central Oregon and Visit Bend in August. She has been meeting with several community businesses to understand the needs and challenges in the region.

Research

Valerie Wilson and Kevney Dugan discussed highlights of the recent report Visit Bend contracted Dean Runyan to produce specifically for the City of Bend. The final report will be posted on the Visit Bend website.

Board Roundtable

Daniel Elder asked if Visit Bend would have a larger presence on TikTok in the future. Nate Wyeth responded, yes, that will be the case, and a focus for Justin Keyes, Visit Bend's new Digital Content Manager.

Community Roundtable

Shannon Monihan, new Executive Director of the Downtown Bend Business Association, introduced herself.

The meeting was adjourned at 10:25 a.m.

Notes by: Valerie Wilson, September 20, 2022