



## **Visit Bend Board of Directors Meeting Minutes November 15, 2022**

**Location:** Riverhouse Hotel, Bend, Oregon

**Present:** Nate Wyeth, Valerie Wilson, Laurel Hunter, Tawna Fenske, Justin Keyes, Serena Gordon, Catherine Carroll, Elena Pressprich, Todd Montgomery, Noelle Fredland, Diana Spring, Josie Norris, Matt Williams, Scott Greenstone

**Via Zoom:** Kevney Dugan, Barbara Simms

**Guests:** Wes Price, Beau Estes, Wendy Kelley, Lucia Pigni, Carla Moore, Kristine Koon, John Wilson

### **Call to Order**

Chair Todd Montgomery called the meeting to order at 9:01 a.m.

### **Approval of Meeting Minutes**

Matt Williams moved to approve the September 20, 2022, meeting minutes. Noelle Fredland seconded. The minutes were unanimously approved.

### **Financial Review**

Wes Price of Price Fronk & Co presented the annual financial review, which is the analysis of the financial statements. They are issuing a clean review report.

### **Financial Report**

Scott Greenstone presented the financial reports and discussed highlights. Revenue is trending a bit ahead of budget. Expenses are tracking close to budget. The grant programs are tracking with the revenue. Sales and marketing expenses are behind budget. Overhead expenses are also close to budget and are being affected by some timing differences. The financial position looks healthy.

Scott also covered the cash position in the multiple Visit Bend bank accounts.

Diana Spring moved to approve the financial review and financial report. Matt Williams seconded. The approval for both was unanimous.

### **Marketing Update + Strategy**

Nate Wyeth stated that Bend Ale Trail Month is underway and several influencers have been in town. The return on investment for this program is high. With the arrival of new employee Justin Keyes, paid and organic social media is performing well.

A radio campaign is running on OPB. Fall and winter marketing include messaging on sustainability.

Nate shared a Bend Ale Trial Month video.

Visit Bend will invest more than \$500,000 on an always-on winter media campaign.

There is a new Bend Sustainability Fund website.

### **Sustainable Tourism Lab Update + Bend Findings**

Todd Montgomery discussed a project OSU – Cascades is working on to research community sentiment about tourism. More information is available in the Board Meeting Deck.

### **Tourism Industry Briefing**

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

### **Board Roundtable**

Matt Williams asked if OSU – Cascades would be reaching out to any of the STR comp set cities to see if they would like to participate in similar tourism sentiment studies. Todd responded that they have contacted several of them.

### **Community Roundtable**

Beau Estes would like to know about the lodging tax of other communities.

The meeting was adjourned at 9:59 a.m.

Notes by: Valerie Wilson, November 15, 2022