



## **Visit Bend Board of Directors Meeting Minutes January 17, 2023**

**Location:** Springhill Suites, Bend, Oregon

**Present:** Kevney Dugan, Nate Wyeth, Valerie Wilson, Laurel Hunter, Tawna Fenske, Elena Pressprich, Serena Gordon, Kelli Carrow, Jaime Eder, Matt Williams, Courtney Braun, Josie Norris, Alan Dietrich, Diana Spring, Todd Montgomery, John McLeod, Noelle Fredland, Scott Greenstone

**Guests:** John Wilson, Ben Hemson, Beau Estes, Carla Moore, Brandon Tyler, Kelsey Daniels (via Zoom)

### **Call to Order**

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

### **Approval of Meeting Minutes**

Diana Spring moved to approve the November 15, 2022, meeting minutes. Matt Williams seconded. The minutes were unanimously approved.

### **Financial Report**

Scott Greenstone presented the December financial statements.

Year-to-date City of Bend TRT revenue is slightly under budget. Marketing expenses are currently under budget YTD but will start to catch up as the fiscal year continues. Personnel and overhead expenses are close to budget. The grant programs are also under budget coinciding with City of Bend funding.

Scott also discussed the cash position of Visit Bend's multiple bank accounts.

More information is available in the Board Packet.

Matt Williams moved to approve the financial report. Noelle Fredland seconded. The financial report was unanimously approved.

### **Marketing Update + Strategy**

Nate Wyeth discussed recent marketing activities. The Bend Cultural Tourism Fund and Bend Sustainability Fund both have new microsites.

Visit Bend is partnering with Leave No Trace and is the first DMO in the State of Oregon to do so.

Winter marketing is underway. Website traffic is showing almost 70% growth year-over-year. The TripAdvisor partnership shows a 10 to 1 ROI for every dollar spent. The estimated media value of the influencer marketing program is \$2.7 million.

Winter social media reach shows platforms such as Instagram up 173%. Facebook reach is up 280%.

### **Tourism Industry Briefing**

Kevney Dugan covered recent industry metrics and data. November TRT was down year-over-year. Hotels continue to comprise the most significant portion of transient room tax. There was a citywide dip in hotel room demand for the month of November according to STR data. AirDNA shows demand for vacation rentals up 7% for November year-over-year.

Visit Bend is seeking candidates for its Board of Directors. A press release will go out later this week, and applications are due by February 17<sup>th</sup>. Appointments will happen during the March board meeting.

Visit Bend is entering into a six-month agreement with a PR contractor. There will be a focus on traditional PR as well as engagement with the local community.

Jamie Eder discussed updates in workforce development. There is an upcoming tourism industry track that will be presented to local middle school students. A workforce needs assessment in partnership with OSU will be launched soon.

### **Grant Programs Update**

Valerie Wilson stated that the Bend Cultural Tourism Fund application period opened on January 9<sup>th</sup>. The deadline to apply is April 7<sup>th</sup>. There is a “Conversation with Funders” event happening in Bend on March 16<sup>th</sup>.

Serena Gordon said that the Bend Sustainability Fund grant timeline for the upcoming year has been adjusted.

### **Board Roundtable**

Todd Montgomery said that he and Kevney will be presenting at the upcoming Science Pub.

### **Community Roundtable**

There were no community comments.

The meeting was adjourned at 10:28 a.m.

Notes by: Valerie Wilson, January 17, 2023