



## **Visit Bend Board of Directors Meeting Minutes March 21, 2023**

**Location:** Waypoint Hotel, Bend, Oregon

**Present:** Kevney Dugan, Nate Wyeth, Valerie Wilson, Laurel Hunter, Elena Pressprich, Justin Keyes-Bundy, Serena Gordon, Kelli Carrow, Catherine Carroll, Jaime Eder, Matt Williams, Josie Norris, Alan Dietrich, Diana Spring, Brandon Tyler, Chloe Crabtree, Heidi Hagemeyer, Wanda Tigard

**Absent:** Todd Montgomery, Noelle Fredland

**Via Zoom:** Courtney Braun (Board Member), Kristen Coon (guest)

**Guests:** Beau Estes, Ben Hemson, John Wilson, Raul Ainardi

### **Call to Order**

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

### **Approval of Meeting Minutes**

Alan Dietrich moved to approve the January 17, 2023, meeting minutes. Daniel Elder seconded. The minutes were unanimously approved.

### **Financial Report**

Wanda Tigard introduced herself as the new accounting management services provider for Visit Bend. Wanda has been working with Visit Bend for several years in conjunction with Scott Greenstone.

Wanda discussed the current cash position of the organization. As recently approved by the Board of Directors, \$275,000 from the Rainy Day Fund will be transferred into the operating account and BCTF and BSF grant program accounts.

February City funding was approximately \$25,000 under budget. TRT funding year to date is \$545,000 less than budget.

Wanda presented the Budget-to-Actual Profit and Loss Analysis for Visit Bend overall as well as for the grant programs.

More information is available in the meeting presentation deck.

Diana Spring moved to approve the financial report. Daniel Elder seconded. The report was unanimously approved.

## **Marketing Update + Strategy**

Nate Wyeth gave a recap of the winter campaign performance. Website traffic is up nearly 32% year over year. Paid search and paid social are also performing well.

More information is available in the meeting presentation deck.

## **Tourism Industry Briefing**

Kevney Dugan discussed recent tourism industry data.

More information is available in the meeting presentation deck.

## **Workforce Development Update**

Jaime Eder discussed the recent workforce needs assessment survey. This was completed by hospitality industry businesses. Top challenges to filling positions were lack of affordable housing, lack of applicants, and applicants without required skills.

Jaime also discussed current legislative session bills that would have an impact on the industry.

## **Approve Incoming Board Members**

Kevney presented the four incoming Board of Directors who have been interviewed and recommended by the executive committee - Brandon Tyler, Chloe Crabtree, Leigh Capozzi, and Heidi Hagermeier.

Daniel Elder moved to approve the new Board Members. Josie Norris seconded. The slate of incoming Board Members was unanimously approved.

## **Grant Program Updates**

Kevney gave an update on the Bend Cultural Tourism Fund. Applications are currently being accepted and program administrator Laurel MacMillan reports that there is incredible interest in the program from many new organizations this year. The application deadline is April 7<sup>th</sup>.

Serena Gordon said that the next grant cycle of the Bend Sustainability Fund has been moved and will open in September. Current projects are going well. The BSF Brand Video will be completed by the end of the month.

## **Board Roundtable**

Brandon Tyler said that SkiTops is currently in house at the Riverhouse. They are receiving very positive feedback about the community; however, transportation from the airport to Bend has been mentioned as a shortfall. Tour operators looking to book larger ski groups have expressed concern.

Daniel Elder also said that he has heard similar comments from the SkiTops attendees – as well as concerns about transportation from Bend to Mt. Bachelor.

## **Community Roundtable**

Beau Estes of The Old Mill said they are looking forward to the upcoming concert season. It will be slightly shorter than last year, but they expect more sold out shows.

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

Notes by: Valerie Wilson, March 21, 2023