



Visit Bend Board of Directors Meeting Minutes November 13, 2018

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Hank Therien, Kelli Carrow, Erick Trachsel, Alan Dietrich, Paige Robinson, Michelle Mercer, Noelle Fredland, Jason Lusk, Lisa Sidor, Cayla Gleaton, Scott Greenstone

Absent: John McLeod - Reese Thedford attending; Brent McLean - Eric Miller attending; Matt Williams

Guests: Wes Price, Heather McMeekin, Troy Kerr, Ashley Mitchell, Olivia Evers, Stephanie McNeil, Suzanne Roig, Julia Theisen

Call to Order

Chair Noelle Fredland called the meeting to order at 8:00 a.m. Introductions followed.

Meeting Minutes Approval

Alan Dietrich moved to approve the minutes from the most recent board meeting. Paige Robinson seconded. The minutes were unanimously approved.

Annual Financial Review

Wes Price and Heather McMeekin presented the report for the annual financial review. Price Fronk & Co. has been performing financial reviews for several years. This was in lieu of an audit requirement when the Visitor and Convention Bureau originally split off from the Chamber of Commerce. It provides accountability for the Board of Directors. Total current assets declined due to intention spending. Timing differentials can contribute to a significant change in cash position.

The differential in total revenues is based on City funding. There was a \$256,000 anticipated amount from the City that was not collected as the City had discovered this amount was based on an accounting error. Spending was decreased to compensate for the reduced revenue amount.

The footnotes describe the building lease, etc.

Price Fronk & Co. is issuing a clean review report.

Financial Report

Scott Greenstone discussed current finances. The profit and loss statement shows that revenue and expenses are tracking close to budget. City Funding is about 2.5% over budget year-to-date. Personnel expenses and sales and marketing expenses are close to budget. Scott presented a summary of the cash reserve and bank account funds. More detail is included in the Board Packet.

Scott also gave an update on the Bend Cultural Tourism Fund finances.

Scott pointed out that during the past fiscal year the City of Bend changed their remittance timing.

Michelle Mercer moved to approve the Financial Report. Paige Robinson seconded. The report was unanimously approved.

Tourism Industry Briefing

Kevney Dugan covered recent tourism numbers. September TRT was up 10.3% September numbers reported by STR was also up year-over-year. Kevney discussed the AirDNA metrics as well. Kevney anticipates that October will be strong as well.

Bend Cultural Tourism Fund Update

There is a recommendation to redefine some of the Commission positions. The Commission has also made some specific recommendations for appointments. Kevney will be following up with the Board for an official vote.

Kevney gave an overview of the upcoming grant timeline. The next meeting will be held on December 10th.

Marketing Update

Troy Kerr from DVA presented an overview on the upcoming media buy. Goals are to increase TRT and increase web traffic. Primary markets are Portland, Seattle, Bay Area. The strategy is to deliver high awareness and drive traffic to the Visit Bend website. They are also leveraging marketing with Mt. Bachelor, especially during the winter. The platform breakdown is across TV/streaming, digital, and radio. DVA has been working with Sojern, a program that allows tracking related to hotel and flight bookings based on the campaign. Mt. Bachelor is also participating.

Nate Wyeth said that the Bend Ale Trail Month campaign is underway, mostly with a digital focus.

The TripAdvisor DMO partnership is showing a large amount of traffic and continues to provide great value. There is an opportunity to buy into a TripAdvisor co-op with Travel Oregon.

The marketing team has also been working on a DMO program with Google.

Website total visits are slight up year-over-year. San Francisco related traffic is up about 2%.

To date approximately 40,000 people have completed the Bend Ale Trail. Bend Ale Trail Month and related events have been success and well-attended.

The Designated Driver program was recently launched as part of the Bend Ale Trail program.

Overall, social media engagement appears to be increasing.

More details are available in the Board Packet.

Public Relations and Social Media Update

Tawna Fenske covered highlights from this summer's PR FAM trips as well as recent press coverage.

Budget-friendly travel is trending.

Tawna is seeing a shift away from live video posts on Facebook. Sunsets, sunrises, in-the-moment posts continue to perform well.

Upcoming media visits include a girls' weekend group and a journalist from New Zealand.

More details are available in the Board Packet.

Group Sales Updates

Hank Therien stated that USA Climbing Bouldering National Championships are coming up soon in February 2019.

Halloween Cross Crusades and Single Speed World Championships were successful events.

The International Snow Science Workshop with over 900 participants is scheduled for next September.

More details are available in the Board Packet.

Board Roundtable

Michelle Mercer said that Sun Country Tours had a great season.

Eric Miller stated that Northview Hotel Group had a good October.

Reese Thedford said that last season at Mt. Bachelor was flat. Opening Day has not been scheduled at this time.

Erick Trachsel recently did a media tour in New York. There was a lot of interest in Central Oregon.

Noelle Fredland reported that the U.S. Capitol Christmas tree stop in the Old Mill District was very well attended - the largest so far.

Public Comment

The meeting was adjourned at 9:06 a.m.

Notes by: Valerie Warren
November 13, 2018