



VISIT BEND

Visit Bend Board of Directors Meeting Minutes September 17, 2019

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Tawna Fenske, Kelli Carrow, Laurel Hunter, Noelle Fredland, Michelle Mercer, Matt Williams, Alan Dietrich, Erick Trachsel, Reese Thedford for John McLeod, Kelli Neumann, Scott Greenstone

Guests: Troy Kerr, McKenzie Ballard, Julia Theisen, Olivia Evers, Bobby Evers, Eric Rock, Stephanie McNeil, Raul Ainaridi, Hank Therien

Call to Order

Chair Noelle Fredland called the meeting to order at 8:04 a.m. Introductions followed.

Approval of Meeting Minutes

Matt Williams moved that the May meeting minutes be approved. Alan Dietrich seconded. The minutes were unanimously approved.

Financial Report

Scott Greenstone discussed highlights from the most recent financial reports. Revenue is over budget due to transient room tax collections being over budget. The reason for the overage is that actual TRT collections have exceeded budget, and TRT collections from prior periods were remitted late. Scott also provided an additional analysis to show how timing differences are affecting collections.

As far as budget-to-actual expenses, everything is running close to budget except for a few categories where there are some timing differences.

Scott also discussed the “rainy day” reserve fund, which is now \$213,445.

The BCTF financials reflect the additional revenue as well as that the initial 75% payments have been paid out to all the grant recipients.

Price Fronk & Co. will begin working on the financial review shortly and will present at the November Board Meeting.

Tourism Industry Briefing

Kevney Dugan stated that July was a strong month. Kevney presented the TRT collections and a breakdown of collections by property type that is provided by the City of Bend. Occupancy data was also discussed. More information is available in the Board Packet.

The City of Bend will be conducting a vacation rental audit in November.

Visit Bend is seeking two new board members. Everyone currently on the board can serve another term. Kevney stated that a press release seeking new board members will be sent out tomorrow.

The Three Sisters Inn and Suites has been purchased by the owner of the Jupiter Hotel in Portland. There will be renovations and updates going on throughout the winter.

BCTF

Valerie Warren stated that the BCTF executive committee will be meeting tomorrow to discuss feedback from the board and the upcoming grant cycle. The next regular meeting of the BCTF commission will be held in late October or early November.

Marketing Update

Kevney introduced Laurel Hunter, Visit Bend's new Marketing Director.

Kelli Carrow gave a recap of the summer media buy. The buy was approximately the same as last year - \$55,000 in the Portland market. More detail was purchased in comparison with prior years. The summer e-newsletter campaign performed well.

Laurel Hunter presented website performance metrics. Outbound clicks to partners have increased. Visits are up 13.52%, visitors are up 13.89%, and page views are up 5.76%.

Troy Kerr of DVA presented the plan for the upcoming winter media buy. More digital placement, as well as podcast advertising, will be included. TRT as well as web traffic growth demonstrated success for last year's campaign. The 19-20 media strategy seeks to reinforce the Bend brand leading into key winter travel months. Visit Bend also works with, and attempts to avoid redundancy, with key partners such as Visit Central Oregon and Mt. Bachelor. The markets will remain similar as prior years - Portland, Seattle, and San Francisco.

The podcast partners are Outside In and For the Wild.

More information is available in the Board Packet.

Public Relations Update

Tawna Fenske said that there were several journalists Visit Bend hosted during the summer months. She also presented highlights of recent press coverage.

More information is available in the Board Packet.

Group Sales Updates

Kevney reported that Visit Bend is currently bidding on USA Cycling Cyclocross Nationals. The bid is due October 1st. This would be for the December 2021 event. Bouldering Nationals is returning in 2020.

Kevney stated that Visit Bend is interested in pursuing incentive travel.

Misc. Updates

There is an STR Academy being held at the Oxford Hotel on September 25th. It is free for anyone in the lodging industry.

October 30th is Visit Central Oregon's State of the Industry breakfast.

Board Roundtable

Reese Thedford said that there are a lot of changes going on at Mt. Bachelor. The Woodward Mountain Park is opening. The Sunrise area will become a more terrain-based learning environment. Season pass sales are tracking as expected. The promotional plan will be launched to the lodging community within the next week.

Noelle Fredland stated that Vampire Weekend was recently announced for August 2020. They are looking at expanding the Les Schwab Amphitheater stage to accommodate larger acts. It would be completed during fall 2020 for the 2021 season. The volleyball courts are moving.

Public Comment

There was no public comment.

The meeting was adjourned at 8:59 a.m.

Notes by: Valerie Warren
September 17, 2019