

OREGON TOURISM COMMISSION BRIEFING

Sept. 24, 2024
Inn at Cross Keys Station
66 NW Cedar Street
Madras, OR 97741

We intend to live stream this meeting using hotspots but interruptions are possible. We encourage you to submit [comments](#) in writing in advance of the meeting should you choose to. The meeting will be recorded, and that recording will be posted on our [YouTube channel](#).

12:00 p.m.	Welcome and Introductions	Chair DiNovo
12:10 p.m.	Target Audience Update	Michael Sturdevant
12:30 p.m.	Marketing Campaign Update	Katy Clair, Wade McCarthy
12:55 p.m.	Mt. Hood and Columbia River Gorge RCTP and Oregon Wine Country License Plate Tourism Promotion Program RFP committee designation recommendation	Harry Dalgaard
1:05 p.m.	Strategic Vision KPIs	Bryan Mullaney
2:00 p.m.	Adjourn	Chair DiNovo

If you have any questions or comments related to the meeting proceedings or presentations, please email us at industry@traveloregon.com and indicate "September 2024 –Tourism Commission Briefing" in the subject line.

OREGON TOURISM COMMISSION EXECUTIVE SESSION

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In accordance with ORS 192.660(2)(i) – The Commission will meet to review and evaluate the employment-related performance of the chief executive officer of any public body, a public officer, employee or staff member who does not request an open hearing.

****This will be a closed Executive Session.**

2:00 p.m.	Annual CEO Review	Chair DiNovo
5:00 p.m.	Adjourn	Chair DiNovo