

OREGON TOURISM COMMISSION BRIEFING

Dec. 3, 2024

Alpine Events
73365 E Hwy 26
Rhododendron, OR 97049

Tourism Commissioners present included: Chair Lucinda DiNovo, Vice Chair Greg Willitts and Commissioners Erin Stephenson, Travis Hill, Harish Patel, David Penilton, Jenifer Roe, David Gremmels and Scott Youngblood.

Welcome and Introductions

Chair DiNovo opens the meeting at 1:32 p.m. and welcomes everyone to the December 3, 2024, Oregon Tourism Commission briefing.

Chair DiNovo thanks everyone for being in Rhododendron, noting that today's meeting materials, including the agenda and supplemental material can be found on the Travel Oregon Industry website.

Chair DiNovo states that in holding a meeting, all Public Meeting notice requirements required by state law were met. This included the notice of an Executive Session which was held earlier today. Per statute ORS 192.660 (2) (d), the meeting was held for the purpose of reviewing and evaluating the employment-related performance of the chief executive officer, specifically the CEO Evaluation, of any public body, a public officer, employee or staff member who does not request an open hearing. The Commission will share an update at the December 4 Commission Meeting.

The Oregon Tourism Commissioners and Todd Davidson, CEO of Travel Oregon, introduce themselves.

Chair DiNovo shares her appreciation for the meeting hosts at Alpine Events and the previous evening's dinner at Skyway Bar and Grill.

Chair DiNovo states that the briefing provides us with some extended time to hear from and engage with staff regarding topics that have been a focus area for Travel Oregon and Oregon's tourism industry.

Todd walks the Commission through the briefing agenda.

Todd welcomes the first speakers, Michelle Woodard, Stewardship Investments Director, Dawn Smallman, Stewardship Investments Manager, and Deb Vaughn, Grants Manager, to present an update on Travel Oregon's grants programs.



Grants Update

Michelle, Dawn and Deb walk the Commission through a PowerPoint presentation regarding an update to Travel Oregon's grants programs (Exhibit A):

- Stewardship investments team direction, program reminders, and due diligence focus
- Stewardship Investments Manager, Dawn Smallman, introduction
- 2024-25 Oregon Wine Country License Plates Matching Grants
- 2024-25 Oregon Wine Country License Plates Matching Grants Awardees (Exhibit B)
- Collaboration with New Recreation Ready Program
- Supporting Collaborative Regional Investments Program
- Deb Vaughn, Grants Manager, introduction
- Competitive Grants: Celebrating the 2023 Cycle
- Competitive Grants: 2023 Success Stories
- Competitive Grants: Key Learnings – Expanding Access
- Competitive Grants: Key Learnings – Increasing Success
- 2024 Competitive Grants: Program Model
- Competitive Grants Program Timeline

Todd thanks Michelle, Dawn and Deb for their presentation and asks if there are any questions.

Commissioner Penilton shares his appreciation for the Travel Oregon team and excitement for what is to come from the Stewardship Investments team.

Commissioner Youngblood asks what drew Deb and Dawn to work for Travel Oregon. Deb answers that her work in public service drives her and appreciates the accountability and transparency. Dawn answers that she loves building programs from the ground up and demystifying processes so applicants can access funding.

Commissioner Stephenson asks if partners have provided feedback about the inability to start projects due to some funding being withheld until project completion. Michelle answers that there have been some challenges shared with the Stewardship Investments team; a balance must be struck between accountability and supporting smaller entities; and past experience has shown that providing 50% in funding upfront has been the comfort level threshold.

Chair DiNovo shares her appreciation for the Travel Oregon teams to continue their learnings and acknowledge that learnings get shared with the Commission.

Commissioner Patel asks about how nearly 25% of Wine Country License Plate Matching Grants funding went to the Oregon Wine Board. Michelle answers that past experience

has shown a difficulty in finding project applicants, which led program design to allow eligible applicants to apply for two projects. The Competitive Grants program does not allow multiple applications. Dawn adds that the Oregon Wine Board projects also serve multiple regions of the state.

Commissioner Gremmels shares his appreciation for the programs featuring access and equity.

Todd shares his gratitude for the Stewardship Investments team for their passion and their experience in "testing and trying" to continually learn and grow.

Chair DiNovo recesses the meeting at 2:23 p.m.

Chair DiNovo reconvenes the meeting at 2:37 p.m.

Todd welcomes the next presenters, Petra Hackworth, VP of Insights & Impact, and Bryan Mullaney, Director of Strategy, Research and Analytics to share their 2025-27 Biennial Planning Update.

2025-27 Biennial Planning Update

Petra and Bryan walk the Commission through a PowerPoint presentation regarding an update to 2025-27 Biennial Planning (Exhibit C).

- Regrounding in the Strategic Vision
- Current 10-Year Vision Strategies
- 10-Year Vision Strategies
- 10-Year Vision Journey: 3.5 Biennial Plans Left
- Key Learnings to Date: 25-27 Biennial Plan
- Strategic Shifts to Action Plan, Core Delivery or Paused
- Definitions: Action Plans
- Definitions: Core Delivery
- Definitions: Required to Operate
- Strategy Distribution
- Definitions: Paused
- 25-27 Strategies: Review Process to Date
- Extended Leadership Team: Review Process
- 25-27 Strategies: Exec Team Selection Criteria
- Tourism Industry Partner Survey Results and Regional Responses
- FY23-25 vs. FY25-27 Action Plans
- FY25-27 Action Plans & Core Delivery
- Next Steps: Biennial Plan Timeline
- Where are we going? Strategic Vision

Todd thanks Petra and Bryan for their presentation.

Chair DiNovo asks about the Key Performance Indicators (KPIs) that were not defined at the previous September Commission meeting. Bryan answers that they intend to share baselines and goals at the February Commission meeting.

Commissioner Roe asks about the Tourism Industry Partner Survey respondent rate, especially regarding the rate from guides and outfitters. Bryan answers that the Travel Oregon Why Guide registry can be compared to who responded from the guide and outfitter sector. The answer will be provided to the Commissioners at a later date.

Commissioner Youngblood acknowledges that the Portland Region respondent rates increased from the past Tourism Industry Partner Survey. He asks what actions were taken to improve rates across geographic regions and industry sectors. Answers will be provided at a later date.

Todd shares the next steps regarding action team formation including the Executive leadership team identifying team leads and members and initial timelines.

Chair DiNovo asks if there is any additional business.

Chair DiNovo thanks everyone for their time today and looks forward to the opportunity to dine with local leaders and tourism partners starting at 5:30 p.m. at AntFarm Café in Sandy.

Chair DiNovo states the Oregon Tourism Commission Meeting will be Wednesday, December 4, held at Alpine Events starting at 9:00am.

Chair DiNovo adjourns the meeting at 3:00 p.m.