



**Tourism Development Council Meeting**  
**Wednesday, February 18, 2025 2:28 – 4:49pm**

**Minutes Approved 4/15/26**

In person at Camp Colton

**Members Present:**

Luke Spencer, Tessa Koch, Patrick Dawsey, Mike Quinn, Katen Patel, Ryan Tigner, Brian Crow

**Staff Present:**

Lizzie Keenan, Janice Nilson, Aaron Liersemann, Jim Austin, Ithaca Janzen,  
Amber Johnson, Danae Burke Jones

**Others Present:** Libbie Loseke and Rachel Loseke-Winter with Rual Prosperity Partners

**2:28 - Call to Order & Declaration of Conflicts** Luke Spencer, Chair

**2:29 - 3:02 - Budget Review and Approval** – Lizzie Keenan, Executive Director Luke Spencer, Chair

Lizzie shared an overview of the Clackamas County Office of Tourism’s budget, reviewing revenue sources, anticipated carryover from the close of FY24/25, and projections for FY 25/26.

Total revenue is projected at \$14,542,022, including carryover. The proposed FY26/27 revenue reflects a \$200,000 decrease compared to projected TRT revenue from the previous two fiscal years and projected interest income is assumed to remain flat. This projection was intentionally set conservatively, as interest earnings are expected to decline but don’t know how much. Collection expectations were also set lower for the upcoming fiscal year to account for the possibility that current-year projections may not be met. Establishing a lower revenue baseline positions the budget more conservatively in light of several uncertainties that could affect future financial collections and revenue.

Lizzie also reviewed the primary expenditure categories and highlighted new allocations this year including \$50,000 for DEI strategy work, \$100,000 for a visitor sentiment survey intended to address an existing data gap, and \$25,000 for sustainability and resiliency initiatives.

The proposed budget increases the contingency fund to \$5,200,000 to better reflect the average annual TRT collections. This adjustment, combined with more conservative revenue projections, is intended to help buffer the office against potential shortfalls.

Additional funding changes include a \$200,000 increase to the accessibility program, an added \$680,030 to the opportunity fund, bringing its total to \$1,180,030, an additional \$110,000 for grants and grant management, and \$250,000 additional allocated to advertising and professional services.

A question was raised about the contingency fund and how it differs from the additional funds allocated as “bubble” or carryover funds. Lizzie clarified that the contingency fund is intended for emergencies, to help maintain programs and staffing for as long as possible in an event such as Covid. The “bubble” or carry-over funds are intended for one-time opportunity investments.

Brian motioned to approve the 26/27 Budget, Mike seconded.

**Budget was approved** unanimously.



**3:02 - 4:49 - Strategic Investment Fund Review** – Jim Austin, Destination Development and Community Relations Coordinator | Luke Spencer, Chair | Libbi Loseke Winter, Rural Prosperity Partners

Jim introduced the Strategic Investment Program, outlining the program’s history, review committee make up and review process along with this cycle’s scoring rubric.

Luke encouraged board members to ask questions as applications were reviewed and asked whether the TDC Board preferred to vote on the projects as a single slate or individually. The board chose to vote on each project separately.

There was \$500,000 available for the SIP program this cycle. A total of 16 applications were received, and the review committee recommended funding on 6 applications for a total of \$490,948. Jim and Libbi presented each of the six applications to the TDC for vote:

**Applicant: AntFarm, Inc.**

**Project:** Rebuild and make mobility improvements to Little Crater Lake Trail

**Program Priority met** = Access & Inclusion: Improve awareness/experience as an inclusive & accessible destination.

**Requested amount** = \$146,089.12 **Funding recommendation to TDC** = **\$146,089.12**

Katen motioned to approve the application for the recommended amount, Patrick seconded.

**Application was approved** unanimously.

**Applicant: Clackamas County Sheriff’s Office**

**Project:** Clackamas County Search and Rescue equipment modernization

**Program Priority met:** Flow: Visitation that aligns with the specific needs of a place including regional & seasonal needs.

**Requested amount** = \$44,150.00 **Funding recommendation to TDC** = **\$44,150.00**

Ryan motioned to approve the application for the recommended amount, Patrick seconded.

**Application was approved** unanimously.

**Applicant: Lake Oswego Parks & Recreation**

**Project:** Build a paved multi-use trail that connects George Rogers Park to Roehr Park along the Willamette River in Lake Oswego

**Program Priority met:** Flow: Visitation that aligns with the specific needs of a place including regional & seasonal needs.

**Requested amount** = \$80,000.00 **Funding recommendation to TDC** = **\$80,000.00**

Tessa motioned to approve the application for the recommended amount, Luke seconded.

**Application was approved** unanimously.



**Applicant: Association of Northwest Steelheaders**

**Project:** Site improvements to the Feldheimer Floating Launch including parking and traffic improvements, new vault toilet, and mitigation of invasive species

**Program Priority met:** Access & Inclusion: Improve awareness/experience as an inclusive & accessible destination.

**Requested amount = \$168,163.35 Funding recommendation to TDC = \$142,634.00**

Full funding request asked for a kiosk and staffing for communication/promotion of the project and the review committee recommended removing those line-item amounts and partially funding the project.

A member asked if the applicant has other funding and if the project will still go forward if we do not fund the project for the full request? Libbie responded that they will be able to fund it regardless and the applicant had already clarified they would still move forward if not awarded the full requested amount. Other questions and discussion surrounded around what type of community outreach has or will be done prior to the project and if they have letters of support from. Libbi shared the list of organizations that had included letters of support for the project. Libbi also provided context that the requesting organization was founded in 1960 is an official 501c3 non-profit.

Patrick motioned to approve the application for the recommended amount, Mike seconded.

**Application was approved** with four ayes and three nays\*.

*\*After several board members said they were unclear whether the final vote included discussed contingencies, a motion was made and unanimously approved to cancel the original vote and vote again after clarification. The revote did not change the outcome.*

**Applicant: Oswego Heritage Council**

**Project:** New part-time staff member to expand hours at Heritage House, launch new walking tour program, and train volunteers

**Program Priority met:** Thriving Economy: Enhance authentic experiences so businesses, communities and the economy thrive.

**Requested amount = \$35,075.00 Funding recommendation to TDC = \$35,075.00**

A member asked if the council already has volunteers in-place to carry out this project. Answer: yes, and they are hoping to expand the volunteer program further the temporary part-time staff person being able to develop a sustainable volunteer-run program and recruit further volunteers. Concern was expressed about it being a non-tangible project with success difficult to measure and possibly benefits locals more than visitors.

Luke motioned to approve the application for the recommended amount, Patrick seconded.

**Application was rejected** with three ayes and four nays.



**Applicant: City of Molalla**

**Project:** Commission a local artist to design, fabricate, and install an artistic Banner Holder to display an ongoing selection of banners to support local events, culture, and small business

**Program Priority met:** Thriving Economy: Enhance authentic experiences so businesses, communities and the economy thrive.

**Requested amount = \$43,000.00 Funding recommendation to TDC = \$43,000.00**

Ryan motioned to approve the application for the recommended amount, Luke seconded.

**Application was approved** unanimously.

**4:49 Meeting adorned.**

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