Minutes approved 10/14/26

Tourism Development Council Meeting
Wednesday, September 9, 2026, 2:03 – 3:46pm

In person at Best Western Plus Rivershore Hotel and virtual via Zoom - **Recording Link**

Members Present: Luke Spencer, Ryan Tigner, Tessa Koch, Holly Pfortmiller, Katen Patel, Amy Barton
Staff Present: Lizzie Keenan, Michael Cavanaugh, Jim Austin, Danae Burke Jones

2:03 – 2:04pm **Welcome/Call to Order/Introductions & Declaration of Conflicts** - Holly Pfortmiller, Vice Chair

2:04 – 2:08pm **Approval of Minutes for April, May, June and August 2026** - Danae Burke Jones, Tourism Programs Assistant

April Minutes - Katen motioned, seconded by Luke. Approved unanimously.
May Minutes - Katen motioned, seconded by Luke. Approved unanimously.
June Minutes - Katen motioned, seconded by Luke. Approved unanimously.
August Minutes - Katen motioned, seconded by Luke. Approved unanimously.

2:08 – 2:34pm **Strategic Investment Grant Program FY 26/27 Cycle Updates** - Michael Cavanaugh, Tourism Programs Manager

Michael provided an overview of the Strategic Investment Grant Program including grant eligibility requirements and award details. This year the total available funds are $600,000 with a minimum award of $25,000 and a maximum of $600,000. Other changes for this year include providing a 'letter of partnership' template for applicants to ensure applications have a similar style of form that is filled out by the project partners themselves. There was also a change to specify that grant funds cannot be used for project staffing costs, though applicants can apply for up to 15% for coverage of overhead costs specific to grant administration.

Timeline and important dates were shared with the board including that the grant cycle will open October 1st and close November 2nd. Two TDC members volunteered to sit on the review committee, and the committee will present their recommendations for awards to the TDC on December 9th.

2:35 – 2:36pm **End of FY 25/26 Budget Update** - Lizzie Keenan, Executive Director
Budget report still needed confirmation on a few items, and as such the budget update will instead be provided at the October meeting. Lizzie shared a brief update that TRT for FY25/26 surpassed projections by $93,400.

2:36 – 3:35pm **Industry and Program Updates -** Staff
Several media outlets have picked up the story of the grant-funded accessible pathways at Philip Foster Farm, and the coverage has been included in industry publications such as Travelability's newsletter. Marketing has also secured media coverage highlighting the Indigenous Artwork project that received funding from our strategic investment grant program.

Clackamas County Parks recently updated the Office of Tourism that the campsites at Feyrer Park that Tourism funded are now open and filled up very quickly. The tourism-funded hand pump at Wilhoit Springs has been installed and is already seeing use and getting user generated content on it on social media.

A preview was shared of the Tourism Works video featuring Clackamas County Parks that will come out

later this month. This is the first of a series of videos highlighting the value of tourism investments and programming in Clackamas County. The audience for this video is partners, residents and new tourism partners.

Award announcements of the for-profit grant that the Office of Tourism helped fund in partnership with the Clackamas County Office of Economic is already getting picked up in the news as awardees start talking to reporters. The Office of Economic Development is still working on finalizing contracts for all the awardees prior to making any official announcements from either office.

Staff have been working on getting a CoStar agreement signed for lodging data and will be providing annual and quarterly reports soon. The hope is to have an annual report for FY25/26 within the next few months, and the office will be hiring a contractor to help design this and create a template for future reporting.

Love Communications is the selected marketing agency for the large Mt. Hood Territory marketing campaign, and the goal is to launch the campaign in the spring of 2027.

The regularly scheduled November 11th TDC meeting falls on Veterans Day, a county holiday, and will be rescheduled for Wednesday, November 18th. The TDC board retreat will likely be during the last two weeks in January and Lizzie will follow up once a date has been set.

Experience Mt. Hood and the Gorge is conducting a way-finding gap analysis on the major driving routes in the region to help support entities that are funding their own signage. Experience Mt. Hood and the Gorge also completed a grant cycle this summer and City of Sandy received a grant for improved signage and wayfinding at some of their city parks.

The Willamette Valley Visitor Association hosts an annual ornament hunt which has historically always taken place in the Willamette National Forest. This year they have offered to extend the ornament hunt into parts of Mt. Hood National Forest. This year's ornament prominently features Mt. Hood and the Clackamas County Office of Tourism will get to help promote and be a part of the ornament hunt.

Travel Oregon is coming out with their statewide partner survey next week and will have different questions than what we'll ask in our future partner survey.

3:15pm **TDC Updates** - TDC Members

Amy - Down the River cleanup is this weekend and so far, 202 volunteers signed up. If you have your own boat, you can choose what section to float and clean. There will also be on-land opportunities at Clackamette Cove. The Upper Clackamas watershed cleanup will be September 26th and will start at Promontory Park and clean sites up to the bridge.

Luke – Season is winding down and has been a mixed bag this summer. Hope to have Timber Park access again next year.

Tessa – The second week of October wraps up charter bus season which has been successful with lots of international folks coming through on tours. Overall, a busier summer than last summer, but still seeing some strains.

Katen – No updates

Holly – Best Western Coop is next week, Best Western convention in October. September is busy.

3:45pm **Adjourn Public Meeting**

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OREGON'S MT. HOOD TERRITORY
Clackamas County Office of Tourism