



**Tourism Development Council Meeting**  
**Wednesday, December 10, 2025 2:00 – 4:12pm**

**Minutes Approved 4/15/26**

In person and virtual via Zoom - [Recording Link](#)

**Members Present:** Luke Spencer, Holly Pfortmiller, Katen Patel, Amy Barton, Tessa Koch, Mike Quinn, Brian Crow, Patrick Dawsey

**Staff Present:** Lizzie Keenan, Jim Austin, Janice Nilson, Amber Johnson, Danae Burke Jones

**Others Present:** Thelma Haggemiller, Sylcia Johnston

**2:00 – 2:33pm Tour West Linn Historic City Hall**

In-person TDC members attended a docent-led tour of the West Linn Historic City and the exhibit space which is managed by Willamette Falls Landings and Heritage Area Coalition. Members learned about the history and future plans for the historic building and had an opportunity to ask questions.

**2:33 – 2:36pm Welcome/Call to Order/Introductions & Declaration of Conflicts** - Luke Spencer, Chair

**2:36 – 2:37pm Approval of Minutes for November 2025** - Danae Burke Jones, Administrative Specialist

Katen motioned to approve the minutes from November, Holly seconded. Minutes were approved with 7 yes and one abstention.

**2:37 – 2:49pm Revised Organizational Chart and New Positions** - Lizzie Keenan, Executive Director

Lizzie reminded everyone that there are currently two open staff positions and she has been working with Whereabout to create a revised organizational chart and position roles prior to starting the recruitment for those positions.

Lizzie presented the new organizational chart showing shifts happening in the development department and where the two new positions will fit into the structure.

The new manager position that was approved by the board earlier this year will oversee the Development team with Jim remaining as the coordinator for that team. The position vacated by Ithaca when she moved into her current role has been rethought into a tourism programs assistant position within the development team.

Lizzie shared a list of tasks that will be assigned to the manager and the programs assistant position and said that coverage work that is currently spread out amongst the team will be reorganized with most of it taken on by the new manager and programs assistant rolls.

Paperwork has been submitted to county HR for the programs assistant position and recruitment should be kicked off soon. Paperwork for the manager-position is in progress and will take a bit longer as it's a new position being added to the organization. Official job descriptions will be shared once they come out.

**2:49 – 3:06pm Q1 Budget Review and Discussion of TLT Collections Trends** - Lizzie Keenan, Executive Director



The presentation started with a brief overview of the way the county budget is set up with dedicated categories that are charged to by the department.

Lizzie shared the percentage of budget used so far in each category and called attention to anything that stands out. Noting that personnel costs are underspent for Q1 as they reflect budgeting for positions that are not currently filled. The Advertising and Marketing, Professional Services, Building Maintenance and Pass-Through category funds also look underspent because of the carryover that is in there.

Postage & Shipping is overspent as the contractor we had been using for fulfillment has stopped offering services after the budget was set. We are now working with MetroPresort for fulfillment who is more expensive than the previous contractor, and postage fees are going up. Total contract is \$47,000 for the year for management, postage and fulfillment.

The Program Materials and Supplies category is underspent at only 3%. This category helps fund things like the Harvest Trail, Alternative Floats Program and other opportunities as they come up. It pays for many digital services and marketing things that are paid once per year and have not been billed yet, which accounts for the underspending so far.

Lizzie also shared the TLT collection report for Q1 + October which showed collections were down 2.8% for Q1, but up 3% for October.

3:06 – 3:40pm **TDC Retreat Topics and Scheduling** - Lizzie Keenan, Executive Director

Lizzie talked through how the TDC retreat has historically taken place as half-day meeting in January or February for planning and budget approval prior to the budget being submitted to the county on the due date of February 17<sup>th</sup>. Thought is to cancel the January meeting and plan a retreat for late January or possibly the beginning of February. The goal for TDC retreat is to have all members in attendance if possible. Lizzie would like someone from Tourism Economics to do a presentation, anticipates doing some visioning work around what big things the TDC should be considering long term, and discuss some project work that the staff has identified as wanting to move forward as part as strategic priorities. Lizzie asked for feedback on what TDC members would like the retreat to look like and suggestions for location and scheduling.

A suggestion was made that maybe the Strategic Investment Program grant-review could be done as part of the retreat and possibly make it a full day retreat in lieu of the February TDC meeting. Other suggestions included discussion surrounding how to attract new businesses to the area, developing an industry engagement plan, updates on projects previously funded by the Strategic Investment Program and reviewing the 5-year plan and strategic priorities.

Lizzie will send a scheduling poll to the board and attempt to find a date that works best for everyone in February for a full day retreat. Luke encouraged members to make any additional retreat topic suggestions either in person today or send them in, even if members will be unable to attend.

3:40 – 4:04pm **Industry and Program Updates** – Staff

Jim shared an update on the Strategic Investment Program. This cycle staff did a lot of direct outreach to past applicants, awardees, individuals who signed up for our funding notification list and organizations that had been identified as potentially interested. Due in part to this outreach the informational webinars saw more registrations and attendees than previous cycles. The grant portal closed at 5pm on December 4<sup>th</sup> with a new program record of 19 submitted applications with requests totaling \$2.7million for an available pot of \$500k.

Jim went over the review schedule and thanked the members who are on the review committee for the time they are investing. Funding recommendations will be reviewed and approved by the TDC at the February TDC meeting and grant recipients will be announced mid-February.

Lizzie shared that the Office of Tourism now has a LinkedIn page and invited members to follow and interact with it. The tourism industry, especially DMOs, are pretty connected on LinkedIn and Lizzie will be using it to share PR and post jobs.

Lizzie attended a meeting held by United States Representative Maxine Dexter regarding HWY 26 transportation. Representative Dexter is interested in helping keep the work on HWY 26 transportation and rest area relocation project moving and is working alongside Oregon Solutions and the State Legislature to help push it forward. Oregon Solutions is contracted with the State of Oregon to oversee projects that need a 3<sup>rd</sup> party to connect government entities together as they try to work on projects that involve multiple stakeholders.

Amber shared marketing highlights including that multiple marketing projects have been consolidated under Fish Marketing who is managing our search engine marketing and social media advertising. This has been successful in improving efficiency as well as our ability to drive high value conversions to our website. Paid search conversions were up by 135% YOY (Year over Year), which means we're reaching people who are more likely to take an intended action once they land on the website. Requests for Travel Planners are up 82% YOY and some data shows that around 70% of those ordering visitor guides will eventually travel to destination. Click through rates on the Lodging Page were up by 800%, which is attributed to improved conversation tracking and targeting people who are likely to resonate with what we're putting out there. This does not directly translate to bookings and revenue at this point, but we're doing the work to deliver the best leads possible. Also seeing that once users land on the Lodging Page they are making outbound link clicks to partner websites. Year to date this is a top performing page on the site in both paid and organic.

Lizzie and Jim shared the new trails guide that was just delivered today and will soon be distributed in a variety of ways throughout the area.

Registration for the March Governors Convention on Tourism is now open. Lizzie encouraged everyone to attend and offered scholarships for any TDC members that would like to come.



Travel Oregon's next grant cycle will be for a large-grants program for individual asks of \$500K or more. This program will be launching in spring with funding going out in the fall. More updates to come.

The Clackamas County Board of County Commissioners is planning to have some policy conversations in early 2026 about short term rentals.

4:04 – 4:12pm **TDC Updates** - TDC Members

**Patrick** - Just finishing up any last budget changes for the year. Things have been a little slow.

**Brian** - Wished everyone a Merry Christmas. In the middle of holiday fair and winter market, main pavilion is full of local crafters and there is a walk through Christmas light show along with a great singing Santa there this year. State Representative Matt Bunch is a member of the fair board, and they are happy to have an advocate in Salem.

**Mike** - Not a lot to report, struggling with the lack of snow. Have had the snow-making machine working since September and have quite a bit of snow stored. Hoping to pull something together with made snow for the day after Christmas. Not sure if skiing and boarding will open before the end of the year.

**Katen** - Nothing much to report, looking forward to his January trip. Happy holidays.

**Holly** - Merry Christmas

**Amy** - Seeing projects withstand despite the weather and flooding is nice. Had to change plans for a salmon toss with high schoolers due the weather.

**Luke** - Not much going on, lots of people coming out to Estacada for Christmas trees but tend to go around the town and not into it. Happy holidays everyone.

**Thelma** - not much to report. Happy holidays. Looking forward to the retreat.

4:12 p.m. **Adjourn Public Meeting**

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