



## Tourism Development Council Meeting – Minutes **Approved 4/10/24**

Wednesday February 14th, 2024

2:00 – 4:00pm

Virtual + In Person: County DSB 150 Beaver Creek, Oregon City RM 401

**Recording Link**

[https://clackamascounty.zoom.us/rec/share/LpswhRPhbSMTy6fWqmXg2sv8SWP6GUWUmW5cy5\\_4XCaaomy71y5yF72YNzDOwgB.Opl8abAJWwOiefpg](https://clackamascounty.zoom.us/rec/share/LpswhRPhbSMTy6fWqmXg2sv8SWP6GUWUmW5cy5_4XCaaomy71y5yF72YNzDOwgB.Opl8abAJWwOiefpg)

**Members Present:** David Penilton, Luke Spencer, Katen Patel, Holly Pfortmiller, Catherine Nyland, Gail Yazzolino **Staff Present:** Samara Phelps, Ithaca Janzen, Jim Austin, Lizzie Keenan, Danae Burke Jones, Janice Nilson, Annie Austin **Others Present:** Nancy Dunis

**2:07 – 2:09pm Welcome/Call to Order/Introductions & Declaration of Conflicts** - David Penilton, Chair

**2:09 – 2:13pm Action**

**Approve November 8 & December 13 Minutes** - Danae Burke Jones, Administrative Specialist  
Katen motioned to approve minutes from November 8<sup>th</sup>. Seconded by Luke & approved by unanimous vote. Luke motioned to approve minutes from December 13<sup>th</sup>, seconded by Katen; motion passes 6-0.

**2:13 – 2:34pm FY 24/25 Budget**

**Recommendations for carryover programing** - Samara Phelps, Executive Director

Staff recommendation is to use the same strategic investment priorities that we use in our Strategic Investment Program to help guide the direction of investment of the carryover fund in programming. Staff have come up with programming for \$452K of the carryover for programs to be implemented in the current fiscal year through FY24/25 which are presented in the meeting packet. Programming includes marketing tactics, development tactics & strategic investment partnerships. The updated proposed budget includes the programming of some of the carryover. The remainder will live in leadership under professional services.

Looking for a motion from the TDC to formalized direction given to staff at retreat to start to program the carryover in alignment with those priorities.

TDC and staff discussed what projects with County parks would entail There was continued interest from the TDC to find ways to support reopening recreation closed due to fires.

A question was asked regarding focused marketing in Spokane and Tri-Cities and if much target marketing has been focused on Idaho. Staff shared that markets were selected based on data and that timing was important because other destinations are interested in them as well. Idaho is currently marketed to digitally, through AAA and a growing market for PR work.

**Proposed Budget**

Changes to the budget since retreat include: County's fee for managing the fund which was included as a rolled-up sum in prior budgets but this year it is called out as a line item. Final numbers added for workers Compensation & liability insurance. Programed carryover for advertising, program materials and supplies for development, and the remaining carry over is in leadership professional services.

**2:34 – 2:35pm Action - Approve FY24/25 Budget - Samara Phelps**

Catherine put forth a motion to approve the budget. Luke seconded. Unanimously approved. Luke motion to approve use of carry over funds in alignment with the funding priorities, Katen seconded; motion passes 6-0.

**2:35 – 2:52pm Approve Uses of Lost Revenue Funds - Samara Phelps**

Lost revenue funds through County's ARPA. After exploring TDC directed options for this fund, staff is recommending TDC approve spending from Fund 230 for tourism service and has two projects area priorities for this fund:

- 1) The Welches building owned by OMHT that currently houses the senior center & mountain park n' ride has maintenance that needs to be addressed.
- 2) Be able to prioritize projects with The County and known partners such as County Parks projects, alternative transportation such as Mt Hood Express and other opportunities that intersect with our interests.

TDC asked for more details on the maintenance needs for the Welches building and Samara specified that along with addressing dry rot the heating system needs to be updated for safety and efficiency.

TDC asked for more info on what working with Mt Hood Express could look like. It would be working with County Health & Human Services who runs it to improve visitor transit system access and experience on Mt Hood. A current interests is in improvements of the park n' rides and identifying areas we could invest in that would make potential future funding from Federal or other entities more viable.

Holly expressed concern that estimates have been obtained yet for the building repairs and that the cost could be more than expected.

In response to a question about the vote, Samara clarified that the recommendation would be to approve use of Fund 230 for allowed tourism expenses including the mentioned identified projects and maintenance on Welches building. This action would allow staff to spend the money but would not be obligated to spend it.

Catherine put forth a motion to approve Fund 230 spending, Luke Seconded.

David Penilton Aye, Luke Spencer Aye, Katen Patel Aye, Catherine Nyland Aye, Gail Yazzolino Aye, Holly Pfortmiller Nay; motioned passes 5-1.

**2:52 – 3:18 pm Discussion.**

**Strategic Priorities Update** – continued discussion from retreat - Samara Phelps

Verbiage was reviewed, discussed, and finalized for the Strategic Objectives identified at the January TDC Retreat. Next steps are sharing with a broader community and getting feedback.

**3:18 – 3:30pm Program Updates – Q2 report, Strategic Investment Program - Tourism Staff**

Q2 report follows the model presented in Q1. Highlighted projects for this quarter are the Harvest Trail, Resident Sentiment Survey, research sharing and partner media training that we offer to partners before they go on camera for news interviews and segments. PR media training is a great example of how we're trying to meet people where they are by providing them no-cost media training immediately before they are on camera. This adds value and sets partners up for success, which is valuable to us all. The number of TV spots are trending up as we work with a PR firm. Broadcasting is incorporated into our advertising.



**3:30 – 3:32 Strategic Investment Program update** - Jim Austin, Dev & Community Relations Lead  
\$700,000 is available to distribute and \$2.5million in requests has come in. Requests are currently being reviewed by the review team and will be presented at the next TDC meeting for SIP award decisions.

**3:32 – 3:35 March schedule**

March 7<sup>th</sup> will be the joint BCC & TDC meeting with lunch prior. This is an in-person only meeting.

**3:35 – 3:40 pm Open Forum** - TDC Members & Staff

David sat down with Lizzie to learn more about Datafy and Placer.ai and recommends every TDC member connect with Lizzie to learn more about those tools. The tourism commission meeting at the Governor's Conference has an opportunity for public comments and David encourages members to be involved and take advantage of opportunities to provide feedback and comments that could help Clackamas County. ORLA legislative event is also an important event to attend.

Lizzie shared that Experience Mt Hood and The Gorge Region just launched their Strategic Investment Program. It is open until 3/14 and easy to apply for.

Ithaca encouraged all members to sign up for B2B Newsletter.

Annie mentioned that marking has been working on the OMHT YouTube channel and they just got a notice from YouTube that the account just passed the 5-million view mark.

**3:40pm Meeting Adjourned.**