



Tourism Development Council + Board of County Commissioner's Joint Meeting

Minutes Approved 4/10/24

Thursday March 7, 2024 1:00 – 2:00 p.m.

In person and virtual via Zoom.

Recording Link https://clackamascounty.zoom.us/rec/share/jAOPmA_5bvC1vbXEerfzCZkSxIq1b3oufu-Es0Z0Bmv0aeojj0AdjPolCJld0oYd.hlm1qZ5toARUWKgM

Tourism Development Council (TDC) Members Present: Chair David Penilton, Luke Spencer, Holly Pfortmiller, Catherine Nyland, Gail Yazzolino **Board of County Commissioners (BCC) Present:** Chair Tootie Smith, Commissioner Martha Schrader, Commissioner Paul Savas, Commissioner Mark Shull.

12:42 – 12:46pm Call to order & Introductions - County Chair Tootie Smith & TDC Chair David Penilton

12:46 – 1:19pm Tourism Annual Report and Highlights - Samara Phelps, Executive Director

- Direct business support, partnering with community projects, evolving marketing, disaster preparedness, work with other county departments and research resources were highlighted through a selection of programs that connect with the TDC and BCC priorities and illustrate the diversity of work.

1:19 - 1:40 pm Updating Tourism's 5-year Strategic Priorities

Introduction – David Penilton, TDC Chair

Proposed Priorities- Samara Phelps, Executive Director

Discussion – TDC & BCC

5-year priorities are a way to activate the master plan and are evaluated every 3 years. The current draft 5 priorities are being shared for discussion today and then will be shared with our partners for feedback before adoption by the TDC.

- Building value – Build local tourism value through relevant tourism resources and awareness.
- Thriving Economy – Enhance authentic experiences so business, communities and the economy thrive.
- Environment – Encourage behaviors and practices that benefit the natural environment.
- Accessible and Inclusive – Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.
- Flow – Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.

• **1:35 – 2:14pm Possible Legislation for Farms, Value Added Products & Tourism**

Introduction – Chair Smith, Discussion – TDC & BCC

Chair Smith is looking to add value to farm products in a way that will enhance the economy for farms. Hoping to make state land use rules more equitable with consistency in regulations for production and farming across industries. Start treating agritourism as more viable recourse and clarify rules.

Considering legislation in 2025 around 'value added products to farms. These goals and next steps were discussed.

2:14 Adjourn