

## Clackamas County Tourism Development Council Meeting Minutes December 12, 2018

MEMBERS PRESENT: Jody Carson, Bobbie Wilburn, Betsy LaBarge, Barb Iverson, Hans Wipper, Tammy Thompson, Sam Drevo, Roger Beebe and David Penilton

STAFF PRESENT: Danielle Cowan, Janice Nilson, Jeannine Breshears, Samara Phelps, Aaron Liersemann, Ithaca Janzen, Jeanie Panchal and Jim Austin

OTHERS PRESENT: Lori Gaffney, Matt Johnson, Ali Raynak and Torie Morris from BPN.

### Action Items:

- **Call to Order / Call for Declarations of Conflicts** –Jody Carson and Sam Drevo both expressed possible conflicts in relation to grant approvals.
- **Approve September 19 & October 12, 2018 Minutes**  
There was one correction to the October 12, 2018 minutes. Hans brought up that Wippersnappers was spelled incorrectly. Motion to approve with correction was made by Betsy LaBarge and seconded by Hans Wipper. The vote to approve was unanimous.

### New Business:

#### **Development Grant Recommendations Review and Approval** —Samara Phelps and Aaron Liersemann – Development Team

- After an initial review of the criteria used for the grants being presented for approval the following requests were granted:
  - Barton Park – Full funding \$50,000. Motion to approve by Barb Iverson, seconded by David Penilton – The vote to approve was unanimous.
  - Willamette Falls Water Trail: Portage plan – Partial Funding \$67,500 with a preference to be on the Blue Heron side of the Willamette River. Motion to approve Barb Iverson, seconded by Tammy Thompson – Voting was unanimous with one abstention
  - Estacada Lake Shore Trail Design – Full funding \$75,000 Motion to approve Barb Iverson, seconded by Bobbie Wilburn- The vote to approve was unanimous.
  - Oregon City: Riverside Tourism Assets Development – Due to lack of partner support, the Board agreed that no funding for the project would be allocated at this time.
  - Clackamas County Events Center Master Plan – Partial funding of \$40,000 with the requirement that the applicants demonstrate how they will acquire the remaining funds or rescale the project to current funding levels with a deadline of June 30, 2019. Motion by Barb Iverson, seconded by David Penilton. Unanimous approval with abstention.
  - Willamette Waterways: Water Gateway to Historic Willamette Main Street – Partial funding of \$7,300 for specific elements of the proposed project was recommended with Tourism’s approval of design. An additional \$10,200 was also allocated to the project to ensure lockers and design are appropriate to achieve desired outcomes. Motion to approve Barb Iverson, seconded by Roger Beebe. Unanimous approval with abstention.

#### **Retreat Planning** — Danielle Cowan, Executive Director

- The upcoming retreat schedule was handed out for the board to review and make any changes or suggestions before the final schedule is drafted in January.

## **Water Tourism Studio on the Clackamas River Strategy — Jeannie Panchal**

- Clackamas County Tourism applied for a Travel Oregon Experience Studio and have just received word that we were accepted for a studio on the Clackamas River. Purpose of the studio is to get people together to discuss tourism opportunities related to the Clackamas River. Participants will include the State Marine Board, Oregon Fish and Wildlife and board member Sam Drevo. There will be one studio focused on the lower Clackamas, one on the upper Clackamas and one combined with both groups together.

## **Continuing Business:**

### **Species Marketing Campaign Adjustments— Jeannine Breshears, Marketing Mgr.**

- The conversions between the 100 Ways to Play and the Species Campaigns have been evaluated and we have determined that the conversions on the Species is low in comparison to the 100 Ways to Play campaign.
- There were questions regarding the allocation of funding for research regarding the Species campaign. It was determined that at this time no additional funds will be spent but rather the staff and BPN will do testing on the conversions by switching from persona targeting back to the interest targeting to find a better fit for the campaign and our targeted audiences.
- At the conclusion of these tests the remainder of the campaign will follow whichever proves to be the strongest – persona or interest.
- If it is decided to discontinue the Species Campaign, true up funds would be used to build a new campaign.

## **Updates:**

### **Marketing Program— Jeannine Breshears, Marketing Programs Manager**

- The desk-side tours for next year have been determined. We are cutting back from four to three: Sacramento, Phoenix and New York City.
- Annie and Casey will also be in New York City in January for the annual IMM
- (International Media Marketplace) Conference.

### **Development Program— Samara Phelps, Development Lead**

- George Washington University will be at the TDC Retreat in February to present initial findings on the Sustainability work they are conducting.

### **Community/Government Relations— Jim Austin, Program Lead**

- The county has put together an Art Steering Committee to advise on public art for the campus expansion project and to create a plan for artwork public art for the county

- Also, Jim is serving on the County Events Center master planning technical advisory committee and will be following the process.
- This past Monday Media America and Oregon Business Magazine held their 3<sup>rd</sup> Annual 100 list of fan favorite destinations luncheon. Clackamas County made the list with Timberline Lodge, Happy Rock Coffee, St. Joseph's Winery and Swan Island Dahlias. Swan Island were number 4 in that listing. There were others from the Gorge and Willamette Valley as well. These are selected from ratings on Trip Advisor and Yelp and Google.

#### **Executive Director's Report— Danielle Cowan**

- Friday night is Cheryl Snow's retirement party.

#### **TDC Member Reports—Roundtable**

- Roger – Busy with work. Lots going on.
- Barb – Wooden Shoe is now open 7 days a week.
- Tammy – Crazy busy. They have replaced all the lamps at the hotel.
- Bobbie – Business is slow. Still waiting for the snow to arrive.
- Betsy – It is finally snowing with 10" new at Timberline. There was a ton of traffic eastbound this morning. In vacation rentals people are no longer booking far in advance. Now it's about two weeks out. Lots of travel won't happen until after Christmas.
- Hans – Ski Bowl has 7". Not enough for skiing but they did make enough that the tube hill is running and the beginner area with the conveyer lift is operating so ski school is going and starting the 14<sup>th</sup> it will be open 7 days a week through the holiday with tubing and Learn to Ski. There are also snowshoe tours and sleigh rides beginning on the 15<sup>th</sup> and the tree lighting in Govy this Saturday. At Wippersnappers, we had our 3-yr anniversary and getting very busy with school out for Winter break.
- David – Thanks to Samara for educating me more about Clackamas County while we were in China. A couple of days ago there was meeting with several key receptive companies in Portland. It was nice to see Aaron there representing us as the more they get to know and see what is in this area it will benefit us.
- Jody – West Linn City Council voted to proceed with a letter of intent for us to move ahead with a Cultural Center at the old police station. They have committed up to \$400,000 based on what comes out of the due diligence process. We have six months to do the due diligence and then hopefully have a final letter of commitment and that will be a partnership of the Heritage Area Coalition, Heritage Foundation, Legacy, Arts Alliance and other groups in that location.

Adjourned at 4:13 pm