



Tourism Development Council Meeting

AGENDA

Wednesday

April 17, 2019

2:00-4:00 pm

1830 Blankenship Rd Suite 100

West Linn, OR

Action Items:

1. 2:00 pm **Welcome/Call to Order/Declaration of Conflicts**— Chair Jody Carson
2. 2:05 pm **Approve March 13, 2019 Minutes**—Janice Nilson, Tourism Analyst

New Business:

3. 2:10 pm **TDC Officer Nominations**— Danielle Cowan, Executive Director
4. 2:15 pm **Visitor Information Center Intercept Surveys and Results-**
Jim Austin, Com/Gov Affairs Manager
5. 2:30 pm **Mobile Information Center Van Use and Future Discussion-**
Jeannine Breshears, Marketing Manager; John Richards MVIC Specialist

Continuing Business/Action Item:

6. 2:45 pm **FY 2019-20 Advertising Budget Recommendations**— Jeannine Breshears
FY 2019-20 Tourism Budget Review; Board Approval—Danielle Cowan
7. 3:15 pm **Phoenix Activation Plan and Creative Brief for New Campaign –**
Jeannine Breshears; Ali Raynak, BPN

Updates:

8. 3:25 pm **Marketing Program; Public Relations/Communications**—
Jeannine Breshears; Annie Austin, PR/Communications Manager
9. 3:35 pm **Destination Development**— Samara Phelps
10. 3:40 pm **Community/Government Relations Program**— Jim Austin
11. 3:50 pm **Executive Director's Report**— Danielle Cowan
12. 3:55 pm **TDC Member Reports**—Roundtable
13. 4:00 pm **Adjourn TDC Meeting**