

Clackamas County Tourism Development Council Meeting Draft Minutes August 14, 2019

MEMBERS PRESENT: Jody Carson, Luke Spencer, Tammy Thompson, Betsy LaBarge, David Penilton, Barb Iverson, Justin Friend

STAFF PRESENT: Samara Phelps, Jim Austin, Jeannine Breshears, Dan Gering, Janice Nilson, Casey Knopik, Ithaca Janzen, and Jeannie Panchal

OTHERS PRESENT: Commissioner Ken Humbertson, Thelma Haggemiller with Slow Poke Tours, and Lori Gaffney, Rob Thompson, Torrie Morris, David Azreal with BPN and Kimberlee DeSantis, Commission Staff.

Action Items:

- **Call to Order / Call for Declarations of Conflicts** –Chair Jody Carson
- **Approve June 11, 2019 Minutes**
Motion to approve as amended by Tammy Thompson and 2nd by David Penilton

New Business:

PR Coverage Report Card: Measuring Content Quality — Casey Knopik PR/Communications

- Reviewed the new media report card using Qualitative scoring which is a way to put a number or grade on earned media content as well as where it is placed. It is another way to establish results from PR and will be reporting on PR Attribution (traffic to the website, circulation, Mt Hood Territory, and partner backlinks which also factor into our Search Engine Optimization).
- In 2014 Travel Oregon came up with a 10 point scoring system which isn't much to see where a score hits.
 - Now updating to reflect current PR standards of PRSA (Public Relations Society of America) chapter to highlight messaging and goals.
- Each scoring card is developed for the agency to which it is directed at.
- Four key messaging scores
 - Messages 40%
 - In order to score 40 points the item must include branded name, lodging and 1 pillar
 - It can mention many other things but if it doesn't include the above the max number of points available is 30.
 - Markets 20%
 - Can only pick 1 market, visitor, investment, niche, national (PR specific) or local.
 - Assets 20%
 - Mt Hood Territory link, a social handle, link to partners, videos, photos, and/or partner quoted

- Coverage 20%
 - Full Feature, cover feature or image we supplied.
- Over the next 5 yrs. as needs change the report can be tweaked accordingly.

County Short Term Vacation Rentals/Intermediaries Process/Issues—Jim Austin – Community/Government Relations

- This recap is actually 3
 - Short term vacation rentals
 - Cleaning up the language in the TRT ordinance
 - Bring intermediaries onboard
- Short term vacation rentals – there is a proposed short term license,
 - Looking at a vacation home registration.
 - Used comments to draft plan
 - Don't want to be land use issue rather create a new regulatory scheme
 - Outreach and surveys were done from which it was determined they don't want it to be a land use issue but rather create a registration program of which the first draft was presented to the BCC last week.
- Cleaning up the language in the TRT ordinance-exemption language
 - Have come up with language to hopefully address OTA needs.
 - Incidental use was one of the questionable items in the ordinance. New language will hopefully suffice for intermediaries
 - Finance has requested language change.
- Bring intermediaries onboard
 - Hopefully when this is better defined we will get Airbnb and others onboard.

Phoenix Activation Video Recap – Lori Gaffney, BPN

- The video of the Phoenix activation created by BPN was shown.
- The question was raised as to how staff felt about the activation.
 - A wonderful success
 - 2nd weekend people came in after seeing the piece on television.
 - Much better received than anticipated.
- How do we track increase in visitation
 - Through website and visitor centers, specifically target markets.
 - Making the connection between campaigns and visitation are key for ROI
 - Information from lodging partners is key. Is there a way to obtain that information?

Fall Campaign – Lori Gaffney

- A month ago we did campaign testing with 1,001 respondents regarding the Away and Wonder campaigns. Half saw Away first while the other half saw Wonder. Markets the survey was presented in were Los Angeles, San Jose, Sacramento, San Francisco, San Diego and Phoenix.

- The Wonder campaign out performed Away by a 2:1 margin, so we will be moving forward with Wonder.
- Launch end of September beginning of October
- The finished product has been completed and sample slides were shared with the board. BPN will use our photos and then go out and get video to marry the plan.
- Question was raised – Do your wonderings have anything to do with Heritage?
- Torrie took the board through the media inspiration goals. There was a recommendation for a multi-media mix of out of home and video.
- The Inspiration target market is San Jose, Sacramento and San Diego depending on media availability and cost during this time.

Crisis Response Planning— Dan Gering, Marketing Technologist

- How do we respond to a major event?
- As we are now a satellite location, we have our own Safety Committee for our division of the county and the COOP Plan (Continuity of Operations Plan) takes us to the next level. We have started the process of updating the COOP plan and will bring forward updates as the plan moves forward. If we are going to help you, we need to have a plan in place.
- US Travel has helped us to understand what we need for a plan of action on a larger scale.
- What kind of disasters are available to us?
- Looking at Clackamas County and from another safety standpoint, how do we get the message out regarding drownings on the Sandy and Clackamas Rivers?
- We must make sure the correct key partners are in place
- Make sure there is a plan for the home to take care of family and pets. You will be useless if you are worrying about your home and family
- Media events can also create crisis in respect to happenings in the local communities.

Marketing Program; Public Relations/Communications — Jeannine Breshears, Deputy Director/Marketing Manager

- Every month PR Monthly reporting have been going out to updating the goings on within the team
- The team is now working on a dashboard form of reporting to go out as well. A link will be available shortly to allow for looking at the items located there.
- PR report will still be narrative and Marketing will be more of the number reporting in a dashboard with numbers and such.
- There will be a link to the 2 different reports.

Destination Development— Jeannie Panchal, Development

- We are working with land managers in the county to come up with a listing of lesser used trails. This has resulted in a trails guide which is pocket size. They are in the visitor's center and we have a limited stock available today that can be taken home today.

- Development grant workshops are now underway. Aaron is leading this program so get in contact with him if more information is needed.

Community/Government Relations Program— Jim Austin

- Will send out a final snapshot of the legislative session. 2020 will be a short session and I don't know of anything that would be on deck we would be interested except a special space of legislation that would allow for an entity to accept money for the locks.

Executive Director's Report— Samara Phelps

- Thelma presented testimony to the TDC on some of the heritage work going on in the County. Staff is engaged in this process with a possibly policy session. We are also engaged in discussion around the Heritage Partners. Jim is the contact person for this.
- This is my first meeting as Executive Director. I want to make it clear we will be hiring for a Development Manager and we will be filling it as a manager position. This will be an open hire process. Until then I will continue to act as Jeannie and Aaron's supervisor. Aaron will be working out of class as a senior until that happens. He is also overseeing the grants.
- I have been prioritizing meetings with stakeholders and staff to get to know them. I would also like to extend that invitation to each of you to meet.

Prior to moving on Jody proposed that the meeting time be extended to 4:30. If we get done early nice but just to acknowledge that we don't generally finish by 4.

TDC Member Reports—Roundtable

- Luke – Taking it all in and plotting the course accordingly. Will soak in the information. We run an outfitting business and have a paddling store in downtown Estacada. We rent and sell equipment. Been in paddling industry for a long time. Been involved in the River Studios. We are a small business focused on water based outdoor activities. Work with PGE and Forest Service doing river improvements on the Clackamas River. We are environmentally friendly, locally sourced, trying to put money where mouth is.
- Tammy – Don't have anything
- Betsy – Missed the marketing meeting as I was in Atlanta for data and revenue management for the rental industry. This was the first conference of this type and really exciting. Other things, there are a lot more last minute bookings for shorter stays. Revenue is great but instead of staying 4 nights, they are staying 3 which makes for more cleaning and such making it feel really hectic. Thunder storm last Friday was pretty cool until all the technology was out for 3 days. It hasn't felt like we needed to have a fire ban this year. Been a point of frustration for everyone. It's been tough.
- Ken – Looking forward to learning what the Tourism board does. Most importantly is making sure BCC this board and the fair board are cooperative and when issues come up we can solve quietly behind the scene, please give me the opportunity to help out. When we want the same thing we can generally compromise and get there.

- David – There's a new training thing starting Oregon Leadership Academy. Go online and look it up. Some of our partners could use it. This could become a model that could be used throughout the United States. It would be good to have a couple from Clackamas County if they are accepted in the first group. I will send the link out to everyone. This is at the tourism leadership level. The other training they provide is a frontline training.
- Justin – Definitely glad to be a part of this group and am absorbing. Playing catch up especially on the marketing side. I have a lot of questions but I'm sure those questions will be answered. Exciting for what you guys are doing. I lived in California but was familiar with Mt Hood Territory. I work for the only hotel located in Oregon City and ownership is doing a lot to keep up with what Oregon City is doing. Lots of fun stuff.
- Barb – Did yoga with the Alpacas at Marquam Hill last night. They have openings for the rest of the summer. They also have sound therapy. I would encourage all to do it.
- Jody – The 24th is the 175th celebration of the incorporation of Oregon City. Willamette Main Street had an open house to get input from the community about the reconfiguring of Main Street. Working a plan funded by Tourism. Have a lot of engaged business owners. Looking to start construction January 2020. We will be looking for additional help to market the street. West Linn Paper has reopened as Willamette Falls paper. It's now a mill part owned by a person from Vancouver, WA. Very exciting. Of the 95 people they started out with 85-88 were previous employees. They are looking at making the same type of paper they made before barging in pulp from up the Columbia River and looking using hay, hemp and recycled papers. Hopefully we can get tours going again. They make coated paper – catalogues, magazines, etc.

Adjourned at 4:17 pm