

Tourism Development Council Meeting

Minutes

Wednesday

November 13, 2019

2:00-4:30 pm

1830 Blankenship Rd Suite 100

West Linn, OR

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

STAFF PRESENT: Samara Phelps, Jeannine Breshears, Janice Nilson, Jim Austin, Aaron Liersemann, Jarrod Lyman, Dan Gering, Lizzie Keenan, Ithaca Janzen, Annie Austin,

OTHERS PRESENT: Matt Johnson with BPN

Action Items:

- **Welcome/Call to Order/Declaration of Conflicts**— Chair Jody Carson
- **Approve October 9, 2019 Minutes—Janice Nilson, Tourism Analyst**
A motion to approve the minutes was made by Hans Wipper and 2nd by Tammy Thompson.
Voting was unanimous.

Continuing Business:

The Importance of Tourism in Clackamas County: Talking Points from FY18/19 Achievements & FY 19/20 Business Plan – Jarrod Lyman, Communications Specialist Senior

- A review of the new business plan paying particular emphasis on page 8 showing the economic impact and where the money goes and page 10 on lodging revenues
- Questions
 - Page 8-9 how are we going to communicate this to the communities in Clackamas County?
 - There is a scheduled meeting in front of the board to talk about this document and other items moving forward.
 - Jim and Samara are planning on going to the communities in the spring to discuss projects funded through CPP and other items.
 - Travel Oregon is conducting a study on how lodging taxes are being used across the state and the impact of tourism as an industry.
 - The audience is city councils, chambers and business partners. Audience is city councils, chambers and business partners.
- There was a brief discussion on the STR and State reports. These reports are always at least a month behind. At the TDC meeting each month we will be asking if there are any annotations regarding, weather, road conditions and such to help track the numbers and why there may be highs and lows when we reference them in the future.
- Do we have any communications with local news media's to help boost?
 - Yes, we work with Lawrence PR to help with those promotions.

Sustainable Destination Assessment: Action Items – Lizzie Keenan, Regional Program Coordinator

- Gave a review of the research reports received from George Washington University. The full report will be sent out after the meeting.
- Shared items that are already being addressed along with those that are being looked at for development and consideration.
- Sustainability is a journey not a destination.
- Question: Of the 7 regions in Oregon is there one that has really done well with this?
 - No, we are the only one that has done this assessment.

Visitor Information Services – Program Overview – Jim Austin, Community & Government Relations

- A presentation was given overviewing the services provided with emphasis on the 3 centers we support.
 - End of the Oregon Trail
 - Zigzag Ranger Station
 - Mt. Hood Cultural Center & Museum
- Visitor services include FAM tours, brochures, collateral fulfillment, electronic kiosks and the Mobile Visitor Information Center van (MVIC) and an online catalog of brochures.
- Question: Do we have a presence at the car rental agencies or in the airport?
 - We have contracts with Certified Folder Display which is the fulfillment company for Travel Oregon, so we have collateral in all the rest areas and at the airport. Additionally, we have a contract with StoreyCo who places collateral in the Washington rest areas so the Explorer's Guide is available there. Also, with the Certified contract Explorer's Guides, Tap Trail and Wine Trail Brochures are distributed through welcome centers and any of the hotels motels in SE Portland have the Tap Trail and Wine Trail. We do not have anything with the car rental companies.
- 2018-19 Visitor Center visits:
 - In 2018-19 the 3 visitor centers logged about 78,000 with the numbers probably being more like 100K-110K with the inclusion of summer programs
 - MVIC showed 10,000+. This number was slightly down over the previous year due to the van being offline for about 1 month when down for a van repair and the Phoenix activation.
 - Electronic Kiosks showed 75,000 screen shots, however all may not have been legitimate.
 - FAM tours – there were 2 with 52 attendees.
- In person surveys were conducted last year at the 3 visitor's center.
 - Last survey conducted in 2009 so updated information was needed.
 - Fresh data
 - Establish a new baseline
 - Insights as to what visitors are looking for and expecting to receive
 - How do visitors like to receive information
 - In person at visitor information centers
 - Mobile phones
 - How interaction is done so both qualitative and quantitative information was received.
- Question: Have we ever had our own visitor's center?
 - We have owned 2 or 3 of the buildings but have always contracted out the services.
- Jeannie, Ithaca and Jim attended a Certified Interpretive Training in March

- We have now created our own training program which we will be presenting before the next visitor season (spring).
- This can be presented to any visitor facing staff.
- Question: Do we have any information placed in the Seattle airport
 - We will have to look into that.

Electronic Kiosk Adaptations at Existing Locations – Aaron Liersemann, Development Specialist

- Where are the kiosks?
 - Government Camp Rest Stop
 - French Prairie Rest Stop
 - Sandy Historical Museum
- Currently the kiosks have anything relating to the territory in them.
- The kiosks are not being used in the way they were designed.
- Kiosks are now being crafted to match the areas in which they are located.
- There has now been a revamp of the Sandy Historical Museum kiosk as a test
 - This was chosen because people are there and can help if they need help.
- We are no longer going to have a contract with Ionescu.
- We are currently transitioning to Drozian Networks which means the analytics will now be driven by us.
- Reasons to update
 - Kiosk data was misleading
 - Everyone now has an e-kiosk (their phones)
 - Cost
- Benefits of the new interface
 - We can control the content
 - OMHT analytics (HotJar, Google)
 - Content crafted by location
 - Change is good
- Moving forward
 - Equipment/hardware has a finite lifespan
 - More curated content and possibly more curated locations
 - We are considering moving the Sandy kiosk to a new location as the only access currently is during business hours.

Marketing Campaign Updates: Wonder, Always On, Wine & Tap Trail – Jeannine Breshears, Deputy Director/Marketing Manager; Matt Johnson, BPN; Ithaca Janzen, Marketing Assistant

- The dashboard is updated for October for deeper dives
- Reviewed the Fall Inspiration and trip Planning and Booking
 - Fall Inspiration-Focused on awareness, high impact media outlooks
 - Outdoor bulletins
 - Local Cable buy
 - You tube Videos as pre-roll
 - Focused on San Jose (40% of budget) and Sacramento (60% of budget)
- We will continue to utilize the multi-media mix as we move forward.
 - Trip Planning – targeting specific activities
 - These included Heritage, Wine, Agritourism, Fall Trips, Hiking, Bike Recreation, Fishing, and Water Tourism

- Heritage delivered the most visitors with hits on this campaign with 16,900 hits. The ad set included Oregon Trail activities and Spooky Tours.
- Tap Trail / Wine Trail Updates
 - Did an overview of the programs since the inception of each.
 - The monthly data is also on the dashboard –
 - Tap Trail started in October 2017 and the Wine Trail the next spring in May 2018
 - There have been 2410 visits to the site and 2174 redemptions on the Tap Trail
 - The Wine Trail has been slightly lower but it must be remembered the wineries run on shorter hours and are also seasonal limitations.
 - Question: When looking at costs, is this a program that could be run in house or is it necessary to use Bandwango?
 - Yes, there are aspects we could do, however, the county has strict e-commerce regulations' that prevent us from doing in house.
 - A lot of the value of the program comes from “not paid” parts.
 - The ability to promote all of the breweries and wineries in 1 package
 - The PR team can pitch to media offerings
 - Partnerships – building and maintaining relationships and opportunity for special promotions as well as collaboration between participating businesses.
- Question: Mentioned the vineyards limited hours. Are there any efforts being made to open more hours or days.
 - Financially it is not feasible. There is only one person in the winery and they can't do it all.
 - It's challenging as one side of I-5 is open and the other side is not. That makes it difficult to promote and bring visitors to vineyards on both sides.
 - We have put together “Tasting Itineraries” that live on our website. We have mapped it out with the best hours.
 - There is a Cascade Foothills Wine Association on the east side of the freeway that is trying to build the awareness of the product available on the east side of the freeway.
- Question: There are probably 3 wine walks in the area but at none of those events is anything about the wine trail. How do we get that information out?
 - We will look into that.

Updates:

- **Marketing Program: Public Relations/Communications”** Jeannine Breshears, Annie Austin, Communications & PR Lead
 - Check out the dashboard

Destination Development – Aaron Liersemann

- The Development Grants review panel will meet tomorrow. David and Barb are representing the TDC board, someone from Economic Development and someone from the Grants Board with Travel Oregon, plus a couple of additional people.
- There are 7 grants being reviewed and then brought to you in December
- Ithaca and I are working on a car free itinerary to show that people are able to go from the downtown Portland or the airport to Timberline
- We have started the working with Oregon Timber Trail Alliance on a 2-3 day loop itinerary with Estacada being the hub.

Community / Government Relations Program – Jim Austin

- The 2020 CPP program will be launched in the next couple of weeks
- Next week is the legislative days in Salem to look at 2020 legislation.

Executive Director's Report – Samara Phelps

- Circling back to September's reports, is there anything that should be annotated?
 - Rain, Rain, and more Rain. It was also cold. And the economic uncertainty in the news with political uncertainty.
 - Upcoming Meetings:
 - Development Grants in December
 - January meeting is early, January 8. We will have Regional Cooperative programs coming in. Portland region is coming in. There will be additional stakeholders with us so meeting space may be moved.
 - February 12th is our retreat and it will be somewhere in the metro area.

TDC Member Reports – Roundtable

- Betsy – Too many things going on. Short 2 people; 1 housekeeping and 1 front office. Booking a little ahead of pace but people are waiting for snow.
- Luke – Busier than ever for lots of different reasons
- Hans – Snow on Tube hill (making snow) since September. Will open partial day after Thanksgiving. Recommending reservations through the website. Snowvana Nov 22-23 at the convention center. Wippersnappers is having the 4 yr. anniversary on November 27th. Washer/Dryer has been installed. Running a 12 punch card special. Have a star new employee, Jarrod's daughter started last week.
- David – Trip to New Zealand/Australia that went really well with Travel Oregon. There is a strong interest in our region. Numbers are down a little but so is their economy. There may be an ask for additional dollars with Oregon 21 – World Track and Field. It will be an impact just not sure what it will be. Visitor's centers are not looking at how travelers are booking. People 40+ are still going through travel agencies. How do we get updated information to these partners differently than we do now?
- Tammy – Have some of our Dinner series flyers which is on December 8 that we're getting ready. This time of year the rooms settle down and the events increase.
- Barb – All is planted – not a lot to report.
- Jody – Nothing big and exciting. WFHAC had a meeting at Champoeg with representatives from across the whole area and I think we will have another one in the spring. Trying to get all heritage groups to talk to each other. Make sure we don't forget the Ag group. Continuing to make sure those in the heritage area are comfortable with the designation. Moving forward with Willamette Main Street improvements. Trees are coming down, things are out of planting boxes. December 14th is the parade and holiday market, carriage rides and Santa. Come to the restaurants and support people during this transition. Everything will be torn up for about 6 months. Will be looking for big trees to replant when this is finished.

Adjourn TDC Meeting 4:28 pm