

Tourism Development Council Meeting

Wednesday

January 13, 2021

2:00 – 4:00 pm

Zoom Meeting

MEMBERS PRESENT: Jody Carson, Tammy Thompson, David Penilton

STAFF PRESENT: Samara Phelps, Janice Nilson, Annie Austin, Ithaca Janzen

OTHERS PRESENT: Thelma Haggemiller, Slow Poke Tours

Action Items:

Welcome/Call to Order/Declaration of Conflicts— Jody Carson, Chair

Approve November 18, 2020 Minutes—Samara Phelps, Executive Director

- Due to the lack of a quorum, minutes were not reviewed.

Discussions:

Welcome Back Returning Staff – Samara Phelps

- No introduction is needed for these 2 to people back to the team. It is with much gratitude we welcome them back, Annie Austin as our Marketing & Communications Coordinator and Ithaca Janzen as Tourism Program Support. They have hit the ground running and have great ideas and plans.

Current Communications Priorities & Tactics Updates – Annie Austin, Marketing & Communications Coordinator; Ithaca Janzen, Tourism Program Support

- Work to get local audience excited on our owned channels
 - Christmas Dinners to go
 - New Year's Eve had been popular, pivoted to restaurants and Timberline's Yule Log
 - Instagram Stories as place to track, follow and promote partners
 - All calls to action include call to locals – Local audience – working with local outlets for an Oregon City Trails Magazine piece. To Go Cocktails and local trails, hope to work more closely with the county as well.
 - Ithaca – Tap Trail identified to support food & beverage partners. Up dated to align with guidelines and focus on to go. Offering a social media rebate to partners that promote their location and tap trail to a local audience.
 - How to Travel - big area of focus and need. Forest Service identified communication support a need we can help with. Identified as an opportunity for OMHT and Hood-gorge Region. Creating stewardship communications like the Ready Set Gorge piece. Staying in touch as we head into spring and summer needs.
 - How to Articles apply to locals and visitors in the destination. Curating for the destination but referring to the authorities on a topic. Highlighting partners efforts. Current project is How to Visit Mt. Hood in the winter.
 - Brand maintenance- more proactive work.

- Tactics include – collateral distribution for future planning and through Certified for priority in destination locations. Evaluating what to do when collateral runs out. Staying current on owned channels of social media and website. They still have reach for inspiration without an immediate call to action. Staff worked to make content as evergreen as possible before being laid off. 4 Seasons of fun is ready to go. Advertising will begin when it's ok to do so with a focus on how to break through the noise with strategic target audiences.
- David – You clearly hit the ground running. Does our communication address current safety standpoint? Portland has a safety pledge. Local business, what's open and what's new is going to be important to share or highlight? What is the resource to help get the word out? Safety at hotels or highlighting best practice
 - We do have the alert bar for high alert safety messaging, specifically used for Covid now, wildfires in the past. Also organizing webpage to keep Covid or wildfire info organized in one place. A way to feature or lift information that is timely. Hotel work will be highlighted there too.

FY21/22 Planning – Discussion of strategies and timeline for setting FY21/22 priorities and budget
Samara Phelps; Lizzie Keenan, Regional Coordinator

- Planning for FY21/22 will look different this year. Lizzie is leading our engagement and planning process and will walk you through this work. The filtering system for assessing our work that came out of our sustainable destination work will be applied to our engagement process and priority setting. Consider how our work impacts Visitors, Residents, Partners (big diverse group) and place (represents land, environment and the brand of how people experience our destination). Engaging in gathering information to inform the TDCs discussion.
 - Timeline: gathering data now. Information sharing and discussion with destination leads on February 17 on zoom
 - February 24 priority setting on zoom.
 - Equity and inclusion values inform our work every step of the way.
 - Based on executive committee input, data is focused on local community needs, hotel needs, and changes in tourism assets
 - Dewey – the key is to be ready to go when we can market
 - David – Looks like you have a pulse on this.
 - Jody – Do the proposed dates work for the board members

Tourism Budget Reserve – Discuss goals and strategies for program reserves & contingency
Samara Phelps

- Contingency & Reserve Strategy Values: Organizational resiliency; responsiveness; flexibility; informed by industry best practice. Previously Tourism held a 10% reserve, County suggested minimum is 12.5%. Recent CIVATAS study suggests 1 year of reserve with a minimum of 3 months. DMO Feedback was 17%-50%. Staff Recommendation for future budgeting: build toward 6 month operating budget in contingency (resiliency); establish an opportunity line item (responsiveness); keep Special Projects as a place to build fund for projects that are bigger than a single year's budget
- David- sits on 4 boards in the industry. Good work has allowed destination to make solid decisions going forward. Need to make it actionable.
- Jody needs a timeframe
- Dewey – Keep staff and how to reevaluate going forward. Info from other DMOs helpful.

- Jody – Contingency is available to the board. Ability to access it if needed critical.
- David – two buckets important so you only take a percentage of contingency at a time

Race, Diversity, Equity & Inclusion – Fostering a TDC culture of inclusion & inquiry

Samara Phelps; Barb Iverson, Vice Chair

- Jody – would like to discuss TDCs response to Commissioner Shull’s statements because of our commitment. Would like action and discussion if it is a statement or a call for resignation. Based on feedback we would draft and share with entire TDC.
- David – Important that everyone has a voice and we can have an open discussion. Recommendation would support both a statement and a call for resignation.
- Jody – Important for our residents but also our visitors.
- Dewey – Agree with a call for resignation.
- Tammy – Would support call for resignation. Speaks to the greater community as not a value of the community or tourism
- David – impacts our residents

Samara – Fostering a TDC culture of inclusion. Headed into retreat looking to establish group values around getting comfortable with discomfort, asking questions, silence does not equal support.

Updates:

TDC Member Reports—Roundtable

- David – December was really hard. Challenge of clients canceling and working to meet clients requests. Finalizing framework moving forward to be in readiness state.
- Dewey – Hotel had very low occupancy. Up to 32% so small increase. Working with staff to be ready to welcome guests into a clean room. Advocating with officials to clean up the area around hotel.
- Tammy – Trying to stay hopeful as she works with her properties in other states. Keeping the lookout for us on what is working in other areas. Seeing things open back up.
- Thelma – Hanging in there. Has groups booked. A lot of activism related work on plans before the county commission.
- Jody – working with WFLHAC on driving tour. Willamette Main Street is open for business. Wider sidewalks providing more space to eat outside. All the business struggling but still in business.

Adjourned 3:52 pm

Action Item

January 15 the TDC by email unanimously approved the following letter to the BCC.

January 15, 2021

Dear Chair Smith and County Commissioners,

The Clackamas County Tourism Development Council (TDC) joins with other concerned citizens to call for the immediate resignation of County Commissioner Mark Shull. His comments reflect racism, religious intolerance and transphobia



that have no place in our community and are in conflict with the TDC's commitment to diversity, equity and inclusion. These comments are harmful to our citizens, visitors and businesses.

As a tourism leader in the State of Oregon, the TDC stands united with our partners committed to stop discrimination of all types. We understand that our destination will only thrive when we identify and address all forms of discrimination so that our community and visitors have a sense of safety and security.

Respectfully,

Jody Carson, Chair
Barb Iverson, Vice-Chair
Tammy Thompson, Executive committee
Dewey Griffo
Betsy LaBarge
David Penilton
Holly Pfortmiller
Hans Wipper
Luke Spencer

cc: Samara Phelps
Gary Schmidt