

Tourism Development Council Meeting
Minutes - Approved
Wednesday
September 8, 2021
2:00 – 4:00 pm
Zoom Meeting

Members Present: David Penilton, Barb Iverson, Gail Yazzolino, Tammy Thompson, Hans Wipper, Luke Spencer

Staff Present: Samara Phelps, Jarrod Lyman, Jim Austin, Annie Austin, Janice Nilson, Lizzie Keenan

Action Items:

Welcome/Call to Order/Declaration of Conflicts— David Penilton, Chair

Approve August 11, 2021 Minutes—Janice Nilson, Management Analyst

- Motion to approve by Barb motioned and 2nd by Tammy voting unanimous

New Member, Return staff & Recruitment Update - David Penilton

- Excited to welcome Gail. Please give one minute to give an introduction –Gail: thrilled to be a part of this group. Happy to be working with hoteliers and being able to share.
- Other exciting news is Jim has returned as Community Relations Coordinator and Jarrod Lyman is back in Marketing and Communication. We also have Aaron coming back the end of September.
- Jim and Jarrod were both given the opportunity to give an update of their activities over the past year.

Discussions:

Visit Estacada Partnership - Estacada Field Guide - Lizzie Keenan, Regional Program Coordinator

- Region provided funding to Estacada to help with wildfire recovery. We worked with Estacada to create the Estacada Field Guide. The guide is in Estacada's hands and ready to distribute at this time. While the region did the funding, Ithaca did the work to get this put together.

Hospitality Staff Appreciation Activation - Lizzie Keenan

- The Thank You project - For the past few weeks we've all heard more stories about customers who continue to be awful to staff. Additionally mask mandates are back and as a result hospitality workers are a part of front line enforcement. We've been brainstorming on what we could do to support staff and came to the conclusion we couldn't solve the issue but we could acknowledge the hard work of frontline staff. So we put together Thank you cards and cookies to deliver out in the region. The Travel Oregon staff volunteered time as did staff from other DMO's as well. Seven went out and delivered packages to front line hospitality workers. People were really thankful for being thanked and acknowledged.
- **Bright Spots—**Recent & upcoming marketing – Annie Austin, Marketing & Communications Coordinator

- Gave recap of work that has been done
 - Paddle adventure with KOIN6 – We were guaranteed 280 promos and ended up with over 350.
 - Paddle Gaged contest entries – People interested in the campaign by re-entering each week and 50% opted to sign up for email.
 - Did commercial spots as follow-up from the contest. We were promised 200,000 banner impressions and had over 450,000 with a .16% click through rate (.05 is the average).
 - Travel Oregon worked with Mt. Hood/Gorge Region with “Why Guides Media Day” in Estacada.
 - KGW has ran a spot on Blue Sky Rafting.
 - There are 2 different writers who are interested in showcasing Stone Circle Cider.
 - Barlow Road is celebrating its 175th this year. We have been and are working with American Road Magazine on a co-op page with heritage partners and a 2 page advertorial.
 - The Your Story Anywhere has spotlighted Wilsonville.
 - In the works is a comprehensive social media advertising plan.
 - Jarrod and I have had some good onboarding and hope to have social media advertising back up soon.

Race Diversity Equity & Inclusion – Discuss future topics - Samara Phelps, Executive Director

- The intent to have this and every meeting is to hold ourselves accountable and to grow and learn; that we work in an inclusive way and the work we are putting out is more inclusive and we, ourselves, are growing.
- We as a TDC – what is valuable to you and what can we do to help?
 - David – Have a space that’s safe for everyone to share. A place where what we have learned can be shared. How do people feel about EDI training be included in meetings?
 - Gail – I would be interested in training. We take it for granted that everyone is going to take care of everyone.
 - Luke – I would be interested in training. We are on limited time but I am interested. Additionally, our pool of hiring more diverse people; it would be nice to know where we could look to do this type of hiring.
 - Hans – Some training opportunities, yes but perhaps through a link separate from or meetings.
 - Barb – Good point. There are books and videos that we could view prior to meetings.
 - Gail – If I have a lot of people calling and I were better trained, I think that would ripple downwards.
 - David – When I first Joined the TDC, the topic came up briefly, but many organizations, businesses and such make sure there is work being done in this space and part of the criteria for groups coming is that training. I sit through a lot of these meetings and often the same information is given every year resulting in the question – What is the value?

TDC Meeting Content – What would you like to see on future agendas? - David Penilton, Chair

- On the current agenda what do you find most valuable?
 - Barb – I like the updates Annie gave. I can find out about places I'm not familiar with and I learn
 - David – I like the updates as well
 - Luke – The ability to guide and shape the path of tourism. As a small business owner, I like that; to be able to participate and be an active member is special and important.
 - Gail - I find the group valuable because the expertise, the sharing, the staff makes it fun and worthy work.
 - Betsy – I like being visionary and strategic, always data based. I like to feel like we are accomplishing something and creating change for the best.
- What would you like to see more or less of in these meetings?
 - Hans - I like the geeky results, like Dan used to give; what's working and what's not.
 - Barb – How do we get people to go to under used areas; what can we push for.
 - David – How do we have that conversation about critical issues that are impacting tourism?
 - Luke – I'd love to hear feedback from other small businesses. Maybe invite them in and discuss the value. Are they connected or not? There are probably businesses out there that are in the know more than we are and could share collective information.
 - Gail – With the chamber, she does a good job with business people. I recently gave the link to get Certified to distribute brochures. Do we have QR codes to get people places?
 - Hans – I like the idea of having a business come every month. A few years back we held 4 meetings out in the community to be closer to them.
 - Barb – A lot of the chambers are really active. Maybe we should connect with them.
 - Betsy – As a board member, I view my role as more advisory and at a high level. If you lead me down the rabbit hole, I will surely follow, so best to keep it above ground.
 - Thelma Haggenmiller – I come to these meetings to find out who is doing what staff wide and state wide so I can make plans based on the input I get and to know who to call when I need more info.
- Are there specific topics, information or suggestions for future agendas?
 - Tammy – Getting minutes out to review earlier so questions can get answered prior to the meeting.

Industry Update – Travel Oregon Co-Creation Lab - Samara Phelps

- Roller Coaster update – TRT collections this past July was the strongest ever. We continue to see variations in the geographic regions. Mt. Hood and I-205 were high. I-5 continues to be down. Where and how can we beef things up in the areas?
- We're receiving today our July TRT and at the same time and data for August and Labor Day was less traveled than Labor Day in 2020.
- Before we meet again Travel Oregon will have their co-creation labs in each region. Our dates are Willamette Valley, October 4th Hood Gorge October 7th and Portland the 8th. These are opportunities to share a vision as to what travel across the state is and what Travel Oregon's roll is.

- Our partners on the Oregon Coast are addressing Climate Change as their number 1 priority. They are offering a summit that will be live streamed October 12th.

We will set aside time to bring back takeaways from that to our October meeting.

TDC Updates – TDC Members

- Thelma – My season just ended this last week with a tour in Oregon City and have already booked 2 full groups for next year. Looking for another good summer next year. I do have a question on the 3 dates for the state stuff, can you register for more than one session? Answer: Yes, register no more than a week in advance as there will be homework.
- Hans – Just riding the roller coaster, busy days and days when no one shows up. Looking for rain as it brings people in. Discovery play group starting and hopefully will get business that way. Hanging in there.
- Gail – Having fun on the roller coaster. Thinking outside the box and how can I make things fun. Today it is Covid but in 1846 it was Cholera. Working on job descriptions, hiring people, figuring out how people can participate, go online, working on school groups and what we can do selecting from a menu. Currently, when I can help people spending a lot of time with partnerships. Trying to make the most out of what could/would happen.
- Tammy – Keeping on keeping on. Do you know when the Residence Inn is looking to open? Just coming into the office and going to the gorge on the weekends. Doing what I do.
- Barb – Getting ready to plant/ship tulips. Interesting summer, with the hot summer people staying home. Mud, Sweat and BBQ. Santiam canyon event was a huge success on a farm by Stayton and brought people over here that didn't know we had a vineyard. Served wine at the Clackamas County Fair. Always involved with the Auction which was highly successful. Went on a tour on Lee's on 65th, may just be Lee's now. Checked it out to see what they do. Looking to start a new venture in another year. Not sure but think a lot about other farms in the county and how did they make it through.
- David – I believe Tammy may have to put us in connection with someone to fill lodging positions on the TDC. Samara is working on interviewing a person. We have someone on radar. Things are going okay; ups and downs. Lots happening for the future.

Adjourned 3:40 pm