



## Tourism Development Council Meeting

### APPROVED MINUTES

Wednesday

February 15, 2023

2:00 – 3:00 p.m.

Zoom

<https://clackamascounty.zoom.us/j/82768389448>

**Members Present:** Catherine Nyland, David Penilton, Luke Spencer, Tessa Koch, Holly Pfortmiller, Gail Yazzolino, Hans Wipper

**Staff Present:** Ithaca Janzen, Janice Nilson, Samara Phelps, Jim Austin, Annie Austin, Aaron Liersemann, Casey Knopik, Lizzie Keenan, Kristen Cianci

**Others:** Thelma Haggemiller, Slow Poke Tours

#### Action Items:

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

- There were no conflicts of interest registered
- It was asked that people be mindful of questions being as efficient as possible

**Approve January 25 Minutes—**Samara Phelps, Executive Director

- A motion to approve was made by Luke Spencer and 2<sup>nd</sup> by Catherine Nyland.
- Vote was unanimous.

**FY23/24 Budget Approval -** Samara Phelps, Executive Director

- The final budget has been shared in the packet – we are looking for approval of today.
- Changes are highlighted in yellow and shared in the narrative. We do not have Allocated Costs yet, so they will change.
  - Clarification Questions – how drastically with the changes change?
    - We don't know how those will change, they will go up and not down. It will come out of contingency.
  - What are the Professional Services Changes? There are 2 funds to be determined in additional Professional Services. Numbers also include RCTP, but they have revenues to match the expenditures.
  - Two changes we would like to make
    - Vehicle Maintenance & Repair – we no longer have the van but we held the funds for additional storage costs. We would like to move that \$14,250 up to the Leases – Storage as we have now expanded storage at the DSB Office.
  - What happened to the van?
    - We sold it to another department
  - Additionally, we would like to take \$7,000 from Training & Development and move to program Materials & Supplies as it is for Sponsorships and this is where the Sponsorships come from.

- Can we use the old building for storage?
  - It is not currently available to us for that, but will make note.
- A motion to approve the Budget was made by Catherine Nyland and 2<sup>nd</sup> by Hans Wipper.
- Voting was unanimous
- Budget has been approved.

**Strategic Investment Opportunity – National Forest Foundation Clackamas River**  
Jim Austin, Development & Community Relations Lead

- Want to call these out in three action requests
  - Clackamas River Corridor through the National Forest Foundation
  - Structure to Strategic Investment as a program
  - Set of Criteria and evaluation

Clackamas River Corridor Strategic Investment opportunity in the amount of \$147,000 to reopen Rainbow Campground as discussed at the retreat

- Luke addressed Han's questions
  - Is the amount fixed and is the location flexible
    - Yes the amount is fixed and the location is not flexible
- Motion to approve the funding was made by Luke Spencer and 2<sup>nd</sup> by Holly Pfortmiller.
- Voting was unanimous

**Strategic Investment Program – Approve guidelines for process and priorities - Jim Austin**

Structured Strategic Investment – Looking at a tiered process

- We are rolling out for 18 months.
  - We're hoping to get approval for the process to be our guiding process for this fiscal year and for the Strategic Investment you just approved for next fiscal year. Recommendation is a plan to give the team direction on how to handle the plan this and next year.
  - We would like to make funding decisions before the end of the year.
  - Having a defined structure, we can be more transparent as to who has access.
  - Looking at the last review criteria; self-sustaining was included. Is that include in this?
    - Yes when evaluating project readiness.
- Motion to approve the Strategic Investment Structure Tiered Structure was made by Cathy Nyland and 2<sup>nd</sup> by Hans Wipper
- Voting was unanimous.
- Motion to approve funding criteria.
- Motion to approve the criteria Luke Spencer and 2<sup>nd</sup> by Cathy Nyland.
- Voting was unanimous

**Discussion Items:**

- Our next meeting is scheduled for March 8<sup>th</sup> with the Board of County Commissioners.
  - The agenda is not set.

- The meeting is from 1:00 pm to 2:15 pm. Lunch will begin at 12:30.
- This is an important meeting for us to be together with the commissioners.
- Samara
  - Two opportunities – Governor’s Conference is the first week in April here in Portland. We are able to sponsor registration for TDC members. Jim will share a link for you to use.
  - Travel Portland State of the Industry – we would love to have you join our table March 27<sup>th</sup>.
- Holly – Same old same old
- Thelma – nothing
- Hans – Not much – we’re in our busy time right now. We are looking for someone that can assist with camps. Other than that, cruising right along.
- Gail – Lots going on – working with Sara, one of our interpreters and she is doing an exhibit for the Jewish community that traveled the trail. We have a peddler’s cart from Curtis Trailers. Sara knows some of the families of these pioneers.
- Tessa – We are doing great. We are looking for someone full time for our food truck. If you know anyone, send them our way.
- Cathy – When/Where is the Governor’s Conference – It’s in Portland at the Convention Center. Things are great. Snowed yesterday, blue skies today.
- Luke – also looking to hire, if you know someone, send them my way. Got approval from the Forest Service to get the Upper Clackamas White Water Festival back on the ground, so it returns May 20-21. Heading to the Boatsmith Festival on the Smith River in California. I race for the Oregon Rafting team. I would say if you can go to the April Governor’s Conference, would love to see the TDC committee there.
- Samara – We are hiring for a digital strategist, so if you know someone send them our way. The Travel Oregon Stakeholders Survey is now live and I will send the link for that.
- David –Kudos for taking the initiative with scholarships to the Governor’s Conference. I’ve shared it with others. We are hiring as well. Looking forward to the March 8<sup>th</sup> meeting. We have some exposure out there, we have good position and reserves but there is relationship building we need to do in order to move forward. I’m excited for the future. It is a process, but we are well positioned.

**Adjourned**      2:38 pm