



Tourism Development Council Meeting
APPROVED Minutes
Wednesday
April 12, 2023
2:00 – 4:00 p.m.
Zoom

TDC Members: David Penilton, Tessa Koch, Holly Pfortmiller, Catherine Nyland, Luke Spencer, Hans Wipper

Staff: Casey Knopik, Samara Phelps, Ithaca Janzen, Jim Austin, Aaron Liersemann

Other: Commissioner Savas, Everett Wild, Christina Fadenrecht, Commissioner Schrader, Thelma Haggenmiller

Action Items:

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

- Thanks to Luke for providing an update on Estacada's recovery during the Oregon Governor's Conference on Tourism last week.

Discussions:

Other Matters of Discussion - Short Term Rental Clarifications - David Penilton

- Commissioners Savas and Schrader were invited to begin by addressing TDC questions that Samara had shared.
 - Samara distilled main questions from joint TDC/BCC meeting
 - Document on Short Term Rental policy referenced by Commissioner Savas posted after the meeting – <https://dochub.clackamas.us/documents/drupal/5090141c-9442-4e19-b0cd-86b843dd5cd0>
 - Savas: Anticipated 1 million+ additional TLT dollars by year 10 of program
 - What is the ask for TLT?
 - \$120,000 ask one-time for current model. Numbers are being adjusted, Savas encourages board to approve up to \$150,000. No second year ask is expected at this point. Could think of \$200,000 ask over two years if we do have a two year model?
 - Are you proposing an additional tax?
 - Technically, it is a surcharge not a tax. Surcharge for STRs only, not hotels
 - Does the program require opening TLT to be sustainable?
 - No. Independent of our current TLT structure
 - How does this reduce conflict and bad actors?
 - Indirectly, it will now be a violation for anyone not to register and pay their taxes. For those who are registered, bad behavior is actionable.
 - Directly, if there is a code violation public complaints apply for STRs.

- Through legal office not code enforcement
 - David: point was made that this policy won't move forward if TDC does not provide funding.
- How are fees collected?
 - Operators remit surcharge on same/supplemental form with TLT payments
- How is it enforced?
 - One program administrator to manage and act on violations of ordinance along with County legal team
- Confirmed that charge does not apply to hotels
 - Correct, applies to STRs only.
- Last clarifying points
 - Due to differing opinion on use of lottery dollars, that piece of the program has been removed
- Hans: Supports work on STRs, worries about enforcement. Where did the 10 years number come from for making peak revenue
 - Savas: In code enforcement process when processes fail, BCC is brought in to decide next steps. With STR regulations, affidavit would allow for BCC input on next steps earlier in process.
 - Everett: Staff model that assumes increases in compliance each year with largest increase in first years, declining further out.
- Schrader: BCC has not seen new iteration yet. Asked for clarification of how TLT and Tourism work now
 - Samara: Percentage to County for administration, set dollar amount for Clackamas County Fair, remainder to Tourism Development Council for their decision making.
 - Schrader: Do you pay allocated costs?
 - Samara: Yes, follow all formulas as other County departments
 - Everett: Program will not change anything with TLT. Surcharge on STRs will go toward paying salary for FTE employee overseeing program.
- Schrader: FTE would have authority to work with County Counsel?
 - Savas: Program administrator would not be code enforcement, but would ensure there is compliance with affidavit. For other issues, code enforcement would respond to public complaints.
- Holly: How will we find current STRs to get registration? Is there any plan for a second administrator if there is too much for one FTE? If not lottery dollars, where do the additional funds come from? Why the assessment at 3 years?
 - Savas: We will purchase technology to track and find STRs and reach out with registration information.
 - Why 3 years? The Board requested a pilot and 3 years was identified as a benchmark time. Trying to keep first iteration of program simple as we learn.

- Staffing: Code Enforcement department will handle that side. Program administrator with software are scoped to be 1 FTE. Program launch will likely take some outside assistance for first year, but not additional full FTE.
- The current proposal recalibrated surcharge applicable to room night fee rather than tied to TLT to make up for lottery dollars. Surcharge will likely average less than \$1/day
- Samara: Thank you to Commissioners and staff for joining us ahead of their next meeting.
- Savas: Reach out via email with any additional questions.
- Luke: How are you aligning with cities?
 - Savas: This applies only to unincorporated parts of the county. If cities chose to opt in to County program they could. County is open to partnerships with cities.
- David: Next Wednesday 4/19 is next policy session. What is the timeline like after that?
 - Everett: Policy session materials will post likely tomorrow. Next steps to draft ordinance with public outreach and hearings to follow. TDC confirmation would be needed at the time of public hearings and outreach.
 - Savas: Goal to have this finalized by end of fiscal year (June 30)

Strategic Investment Updates – Samara Phelps & Jim Austin, Destination Development & Community Relations Lead

- SIP is now live and being promoted to the public
 - Outreach through newsletters, community tourism leads, agency partners, past grant applicants
 - Two orientations were held, link to recording on our Partners page along with resources and FAQs
 - May 9 applications close
 - Looking for two TDC members to join review committee, plus a regional tourism lead from each region, staff and a grant consultant. Committee will receive a training 5/17. Two weeks or so for review and then meet to put together recommendations. Recommendations will be presented to TDC at 6/14 meeting.
 - Funding is for public, nonprofit or Tribal partners.
 - Holly and Luke expressed interest in review committee.
- Good news partner update: We are partnering with County Parks to expand campsites at Metzler Park. Our funding of just under \$25,000 supports the creation of 15 new sites.
- We are partnering with Clackamas County Heritage Council to promote their annual heritage pass on KATU. Creating rack card to co-promote our Heritage Trail and CCHC Heritage Pass.
- Holly: Marge and Rolla are stepping down. Do you know who will be stepping in? Jim clarified that they are part of the Oregon City heritage group, not CCHC.
- Luke: Any updates on matching grant for campgrounds with Forest Foundation?
 - Jim: Heard from Patrick, starting with site visits and developing the RFP now.



Budget Update – current fiscal year financials - Samara Phelps

- Financials at a glance: Samara shared spreadsheet of expenses
 - Martha: What are plans for Lost Revenue?
 - Samara: We have lost revenue funds received from the County through ARPA. Our first priority for that is to address harms from pandemic. Two components: Lease on West Linn space that is unresolved. And, Locks Authority awarded funds. Both planned for, but not disbursed. Once those funds are obligated the remaining dollars will go toward strategic investments.
 - David: TDC supports cautious budgeting during ongoing recovery.
 - If you have comments or questions contact Samara

Partner Outreach – strategy, recent connections and learnings - Aaron Lierseemann, Sr. Destination Development/Community Relations Specialist

- This update is moved to May meeting due to technical issues.

Priority Messages in Action - highlights of current work - Casey Knopik, Sr. Communications/Public Relations Specialist

- Car-free travel to Mt. Hood article in The Oregonian. Hit on priority messages, mentioned heritage partners and family-friendly businesses. Highlighted shoulder season.
- Lesser Traveled Trails article in OregonLive and Bend Bulletin featuring Wildwood and focused on accessibility
- Hwy 26 restaurants. Working with Development team on promotion.
- Heritage: Social weekly strategy, consumer newsletter and ads for summer 2023 on family-friendly platform Tinybeans. KATU CCHC Heritage Pass upcoming. Group Travel Magazine spring edition.
- Guides and Outfitters: KOIN 6 interview with Luke. American Road magazine spread.
- Otter Do's: Mascot for responsible travel. Softer way to encourage and invite visitors to travel sustainably. Includes website and YouTube content. Ad on PBS show "Wild Travel"
- Tulip Festival Partnerships: Promoting other things to do in the area. Article on our site, video on YouTube, social. Promoting at festival: New Wine Trail and kid-friendly itinerary with next places to visit.
- David: Do we know what percentage of our guides are signed up for the Why Guides program? Do we have information from Travel Oregon on how they track our support?
 - Aaron: Can't answer the percentage of our guides. Can share our outreach helped get 18% of total Why Guides in program but not all businesses were centered in Clackamas County, some just provided trips in the County.

Action Item

Approve February 15 & March 8 Minutes - Samara Phelps, Executive Director

- February 15 Minutes: Final review of budget
- March 8 Minutes: Joint meeting with BCC with slightly different format for the minutes. Full recording is on BCC page and written minutes are basic topics at a high level.
- Luke moves to approve, Catherine seconds. Minutes are approved unanimously.

Discussion



TDC Updates – TDC Members

- Catherine: Always the possibility of surprise snow in Sandy
- Holly: Trying to hire for summer. Spring break was soft.
- Tessa: Ramping up summer tour bookings. Want to follow up with Aaron on booking calendar availability. Big uptick in scheduled bookings over last 3 summers
- Hans: Great spring break – 10 days in a row sold out. Summer camps selling well. Outdoor structure is close to completion.
- Luke: Weather hasn't been good for rentals/tours so far. Sale of goods is flat, as we saw presented at Governor's Conference.
- Thelma: Joined for Governor's Conference and OTTA speed dating. Two tours scheduled for fall.
- Samara: See you at Wooden Shoe this evening!
- Samara: Two Mt. Hood Territory partners won awards at Governor's Conference. Congratulations to AntFarm for their stewardship award! And Congratulations to David for his leadership award! AntFarm's award video will be shared once we have it.

Adjourn – 4:00 p.m.