



Tourism Development Council Meeting

Minutes APPROVED

Wednesday

May 10, 2023

2:00 – 4:00 p.m.

In-Person, primary

2051 Kaen Rd Oregon City Rm 369

Zoom, as needed

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

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

Staff Present: Samara Phelps, Janice Nilson, Aaron Lierseemann, Amber Johnson

Others: Thelma Haggenmiller, Slow Poke Tours

Executive Session:

Executive Session - ORS 192.660(2)(h), "to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation."

Action Item:

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

Approve April 12 Minutes - Samara Phelps, Executive Director

- Minutes were reviewed
 - Motion to approve by Cathy Nyland and 2nd by Hans Wipper
 - Voting was unanimous

Discussions:

Short Term Rental (STR) – request for startup funds from Commissioners Shull & Savas - David Penilton, TDC Chair and Samara Phelps, Executive Director

- Letter from the Commission read with request for \$120,000 up to \$200,000.
 - Response from TDC to be confirmed in writing.
 - There will be two motions one to determine desire to support and another the amount to be committed.
 - Chair Penilton requested a round table with each person being allowed to ask question and state concerns.
 - Cathy – Can we afford the STR money
 - Yes, STR has been a many year process and since 2019 the TDC has been holding money in Special Projects to fund this.

- Cathy – Yes, I think we should. There is nothing going on to take care of compliance currently. This one is something that we could contribute to with funds that we have and we could get a return on investment.
- Hans – They will collect 0.85% of rental costs.
 - That's what they will collect for this program.
- Hans - Will they still have to pay TLT?
 - Yes, TLT still applies to all overnight stays. The STR surcharge is only for short term rentals.
- Gail – I'm for the program too. The reason is the value they came up with and it's a win / win. I agree with everything Cathy said.
- Tessa – Don't have a lot of comments right now. I'm really curious about Holly's perspective on this. I'm on the fence. I've talked in depth with Samara about it, but from a business perspective, I'm concerned about adding an additional fee to those already doing business in the appropriate way. If this system will crack down on the bad apples, then it's good.
- Holly – Lots of concerns.
 - Yes, in the end we will get ROI
 - Is what they have written going to be successful?
 - There are lots of holes in what has been written
 - Who came up with the numbers?
 - Don't think one (1) person can run the program by themselves
 - Enforcement is already hard to keep up with.
 - Are they going to come back to us at a later date when they have gone through the \$100,000 and ask for more money? Chair Smith and Commissioner Schrader have been firm that there will be no money from the General Fund for this project. This program will be 100% on us.
 - Economy could crash. The pent up travel is over, the discretionary spending is not where it was the last two years.
- Luke – Agrees with a lot of what Holly has said.
 - At some point, you have to start somewhere.
 - This is a one-time spend
 - It relies solely on us to get this off the ground
 - If the funds are there, I don't see it as a bad option.
 - How will it affect our funds
- Holly – when did the \$200,000 come into play?
 - It was in the letter we received from them
 - What happens if it doesn't get off the ground?
 - It is contingent on the program moving forward

- We should put a timeline on it with a deadline for use of funds so it is not a lingering question for future commissions.
- Luke – I think it is important to see what our funds can be used for.
 - Project funding is allowable but not ongoing.
 - One time is written in the request. It does not stop additional asks.
 - It makes sense to put enough money there to make it work.
- Hans – STR's have been on the radar since I have been on the board and it's frustrating that we are still talking. It will always be a work in progress and I'm excited that something is happening.
 - It'll regulate getting everyone on board.
 - I agree with Holly that 1 FTE cannot handle this job. As the STR's grow, that person will need more help.
 - I'm for it and think we should be doing the \$200,000.
- David – The TDC is so diverse, so each and every voice here is critical to the whole process.
 - It is important to look at the ask and to stay in the lanes we have.
 - Do I know the scope of work and what it looks like? No but I've been through this a lot of times, so I get what it takes.
 - When the commissioners first approached me, I asked if \$120,000 was enough to get the program running.
 - Listening to each of you and where we are from a budget standpoint, how much will this affect our budget? If they are successful, yes, it would increase the dollars to do what we need to do.
 - I get the potential and what this could be.
 - From Holly's stand point, I don't believe 1 full time employee would be able to do this work.
 - Enforcement is not our part.
 - A one-time cost; once they make the commitment, they will need to follow through and they will need to figure that out.
 - Looking at this as a 1 time start up investment, I am comfortable with \$200,000 knowing we can support that.
- Tess – We're not involved in policy making or enforcement. But, we do need to be kept abreast of results and analytics at the end of the 3 year period.
- Cathy – All for it; fund to the max.
- Gail – I like everything that has been said.
 - Startup – we are committing to giving that money for startup. Are their guidelines we want from them? What are expectations?
 - I agree with giving more but I do think we should have

expectations.

- Samara – In the request they give some parameters. We should utilize that language in our approval. One time cost, build program such as registrations, website and likely data scraping company etc. We can't put a lot of parameters but asking for reporting for progress reports and 3 year analytics.
- David – Before they can make the next step, they have to have our commitment.
- Cathy – We are not administrators – we don't want to be part of running the program.
- Holly – I will be the thorn in the side. I understand it has been a long time coming; are we approving this to get it out of our hands or because it's a good thing. I still have a lot of questions, but I'm not comfortable with it.
- Luke – I don't have a whole lot more to add
- Hans – I am in full support of the full amount. If we don't it could be years and years before something happens.
- Samara – We only need a simple majority, we don't need a unanimous support.
- Gail – I have total confidence in staff and Samara. She looks at all angles

Action Item: Short Term Rental Funding Request

- Cathy – motioned that we vote to approve the short term rental proposal and it was 2nd by Hans
 - Voting 5-1 motions carries (Yes: Hans, Luke, David, Cathy, Gail; No: Holly)
- Everyone is in favor of the \$200,000
- Cathy – motion to approve amount of \$200,000 and it was 2nd by Gail
 - Voting was unanimous with a 6-0 vote.
- It was requested the approval letter have a timeline with start up before June 30, 2024. Samara shared the approval letter indicating commitment amount and timeline.

Discussions:

Partner Outreach – strategy, recent connections and learnings

Aaron Lierseemann, Sr. Destination Development/Community Relations Specialist

- An overview of the program was presented via PowerPoint to demonstrate what has been happening since September 2021.
 - Visits to more than 130 partner
 - Partner visits are done in person, face to face; to check in and see the property and needs they may have
 - 25 New partner listening

- 13 partners are currently involved in international travel trade
- What do we do with the discussion needs? Bring back to the team. Most center around marketing and public relations.
 - Praised the team because unlike many organizations, we work together. Marketing and Development do not work separately. They are a team and work together
- Outreach Strategy – Partners working together
 - Often depends on the Time of Year – many partners are small business owners who have a lot on their plates
 - Marketing Campaigns
 - A content calendar has been created to enable viewing at a glance what is coming up and visit partners that align
 - Alignment with Development Projects
 - Projects need partner input
- Travel Trade
 - Have attended 2 consumer shows (Vancouver, BC and LA) and 2 trade shows Go West and IPW
- Recognizing our Partners
 - AntFarm (Nunpa) – Recognized with the Stewardship award at Governor’s Conference
 - David Penilton also honored at Governor’s Conference with the Oregon Leadership Award.
- Samara – this presentations is an outcome of the individual meetings we had with each of your in December
- Strategic Investment
 - The application cycle closed on May 9, 2023
 - There were 8 applications received
 - Total Requests - \$301,525
 - Review by team on May 17th
 - Review of Applications June 1, 2023
 - Requests will be presented to the TDC on June 14, 2023
- Amber Johnson had joined our team. She comes with 10 years of Digital Strategy work and the past 4 ½ years with Clackamas County.

TDC Updates - TDC Members

- Thelma – Nothing to add
- Tessa – Looking forward to nice weather and summer. It gets busy but it helps

that days are longer and warmer. TMK is collaborating with Vision Brewery in Hubbard #moobrews. A press release will be done shortly. Looking for local and national coverage as it is sustainable.

- Cathy – Business is good. Enjoy the rest of the day.
- Gail – Doing good. Lots of people and school groups visiting
- Holly – Need a couple more housekeepers
- Luke – As the sun shines we increase business. Upper Clackamas Whitewater Festival is May 20-21. The work and fire recovery carry on. A lot of what I seeing is the forest service isn't able to manage the scenario that well. They are understaffed. Technically, they are shut down in all areas. Heard shooting in area so went to investigate and found People are leaving because they don't feel safe as there are people shooting in the area. The only thing currently open is river access. I am grateful the river is open and we can go there.
- Hans – Sad to see the rain go. Summer camps are kicking off in mid-June and are sold out. Business is good. Looking for Café workers. The outdoor seating area is finished and will be used for the summer camps.
- David – Will give updates on the Willamette Falls Locks Authority shortly.

Adjourn – 4:00 pm