



Tourism Development Council Meeting

Minutes - Approved

Wednesday

June 14, 2023

2:00 – 4:00 p.m.

In-Person or Zoom

150 Beavercreek Rd Oregon City Rm 432

Zoom

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

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

Staff Present: Samara Phelps, Ithaca Janzen, Jim Austin, Amber Johnson, Aaron Lierseemann, Danae Jones and Janice Nilson

Others Present: Thelma Haggenmiller – Slow Poke Tours

Action Item:

Welcome/Call to Order/Introductions & Declaration of Conflicts - Luke Spencer, Vice Chair

- No conflicts reported

Approve May 10 Minutes - Janice Nilson, Management Analyst

- Motion to approve – Cathy Nyland and 2nd by Hans Wipper
 - Voting Unanimous

Discussion:

Strategic Investment Program – discuss review committee recommendation

Jim Austin, Destination Development & Community Relations Lead

- 8 applications received
 - 1 deemed ineligible
 - 7 moved forward for Committee Review
 - 1 additional deemed ineligible due to readiness and unfundable expenses
 - 6 applications accepted for a total of \$211,420 as follows
 - Lakewood Theatre - update / improvements project \$25,000
 - Sandy Actors Theatre – Seating improvement projects to provide more comfort and to meet ADA requirements \$20,000
 - Friends of Rogerson Clematis Collection - for driveways, parking, improved ADA accessibility and increase activities \$43,860
 - Clackamas County Historical Society – Untold histories project \$100,000
 - Oswego Heritage Council – to prep museum to be open 1 time a month \$7,560

- Lake Oswego Parks & Rec. Replace an aged asphalt path to increase ADA ass 15K multi-path project to increase ADA accessibility and support a larger network of trails
- National Forest Foundation – Rebuild Rainbow campground and Clackamas River Trail Restoration \$146,053. This project was approved previously by the board. Staff recommends we change this investment to a Strategic Investment.
 - This brings the new total to \$357,473
- Jim feels the projects that came in were good about the projects and areas of focus that came in. Expects the program to grow as more groups become familiar with the program.
 - Next fiscal year there will be 2 funding cycles.
 - Unused funding will be rolled over to the next grant cycle.
 - Three decisions –
 - Approve current
 - Approve moving the National Forest Foundation to be included here
 - Reallocate remaining funds in this line. If no action they carry over to next year's strategic investment
 - Staff recommends moving \$50,000 from the rollover to the Sponsorship/Partnerships. Good program that has been fully expended this year.
- Questions –
 - What is the follow-up process? Do we get a report to see where the money went?
 - Yes, we will send out funding agreements and there will also be reports due upon completion of the project or cycle, whichever comes first.
 - Can the same entities apply again?
 - Yes, if it falls within the grant cycle and guidelines

Action Item:

Approve Strategic Investment Awards - Luke Spencer, Vice Chair

- Motion by Hans Wipper to move the National Forest Foundation award to come from the Strategic Investment Program (SIP) funding.
 - 2nd by Cathy Nyland
 - Vote was unanimous - yes
- Motion by Cathy Nyland to approve all six (6) awards
 - 2nd by Hans Wipper
 - Vote was unanimous – yes
- Motion by Cathy recommending to move \$50,000 of remaining into Sponsorships (Development Program Materials & Supplies)
 - 2nd by Holly Pfortmiller
 - Vote was unanimous – yes

Discussions:

Strategic Investment Program – learnings and next steps - Jim Austin

- Planning on two(2) funding cycles next year
 - There is value in having a variety of ways partners can interact with us.
 - Having diversity in the ways we can foster projects with good alignment going forward
- Opened a partnership form on the website where Partners can reach out for Financial support & assistance setting up advertising / marketing to promote
- Reviewed a sampling of events and sponsorships worked with.

TDC Officer – nominations

Action Item:

Elect Officers for FY23/24 - Luke Spencer, Vice Chair

- David Penilton – Chair
- Luke Spencer – Vice Chair
- Catherine Nyland – At Large
 - Cathy made a motion to vote on TDC officers for FY23/24
 - 2nd by Luke Spencer
 - Voting unanimous - yes

Discussions:

Program Update – emergency preparedness for short term rentals-Ithaca Janzen, Sr. Tourism Specialist

- Set up a program with the TRT registered vacation rentals to provide Emergency Buckets for their establishments.
- Started with plan for 100 buckets and ended up providing 253 that went to 153 Vacation Rentals
- Buckets have supplies for 5 people so homes/rentals with more than 5 beds received a second bucket.
- Complete presentation is included here



TDC Buckets
Presentation.pdf

- Bucket cost \$75 with our government discount and we added a few other wildfire specific supplies to each bucket.
- Question
 - Was this a one-time project – will STR's be in charge of re-filling?
 - Yes, homeowners were told they are in charge of replacing & keeping up with the supplies in the buckets.
 - It was suggested we may want to have a few on hand for new STR's that register with the county.

Willamette Falls Locks Authority – update – David Penilton, Chair

Trying to establish a meeting with new Executive Director, Reed Wagner to meet chat about what the TDC does in Clackamas County

Housekeeping: Samara

- No TDC meeting in July unless it becomes necessary
- It is also the end of Han's term of Service. He's been here a long time – we appreciate the leadership through many transitions, organizational knowledge shared, perspective provided and time spent in our behalf.

TDC Updates – TDC Members

- Luke – Thanks Hans for an awesome job, much success in the business. Samara thanks for the updates.
- Hans - I'm leaving. Not much new. Summer Camps start on Monday all 5 weeks sold out. Looking for employees. Thanks Samara for Direction of board. Thank you for your guidance –
- David – It's been wonderful, it's been great. Thank you
- Gail – Time to be creative. Had 130 school group. Everyday there is some sort of challenge. Concerts in the park will be on Thursdays again. People from all around coming to visit.
- Holly – Summer is here, we need more staff. On the bright side I have been authorized to do full remodel. A little bit of landscaping but full interior I've been here 16 yrs. and this is the first full remodel I've been through.
- Cathy – We have a cat stuck 40 ft. up in a tree. Everything else is going great. Pray for the cat.
- Tessa – Launched Moo Brews over Memorial Day weekend. Please stop in. Can see who is participating on Social Media. On Fridays you can come and actually feed the cows. Lots of people don't have experience with cattle. I feel other peoples need for staff. I need to find and retain employees. Overall everything is fine no complaints.
- Luke – It's been pretty good. Retail sales have been reasonable. Done a lot of guided classes with PCC. Lots of new folks coming on in the coming week with school getting out. Been busy doing everything as a small business owner. Things are good. Tom O'Keefe at America Whitewater sent a pretty pointed letter to the Forest Service on the shooting. AW is a national river advocate. Forest service knows it's an issue but don't do anything about it. When things come up where users are having a big conflict they will step in and help. Things are going good.
- Thelma – didn't make it onto the Rose Festival this year as the trolley wasn't running. Sure it was successful anyway. Theme was Weddings through the centuries. Things going on in Oregon City that partner with the theme. Wedding dresses from the past. That's all that I've been involved in.



OMHT's 2022.23
Sponsorships



Strategic



Strategic

PartnInvestment ProgramInvestment Award R

Adjourn 3:35 pm