



Tourism Development Council
Meeting Minutes – APPROVED 11/8/23
Wednesday, October 11, 2023 2:05 – 3:30 p.m.

Virtual + In Person:

End of the Oregon Trail Interpretive Center - 1726 Washington St, Oregon City

[Recording Link](#)

Members Present: David Penilton, Luke Spencer, Catherine Nyland, Tessa Koch, Katen Patel, Holly Pfortmiller and Gail Yazzolino

Staff Present: Samara Phelps, Jim Austin, Danae Burke Jones, Janice Nilson, Ithaca Janzen

Others Present: Thelma Haggemiller – Slow Poke Tours

2:05 – 2:08pm Welcome/Call to Order/Introductions & Declaration of Conflicts - David Penilton - Chair

Action

2:08 – 2:13pm Approve September 13 Minutes - Samara Phelps, Executive Director

- Samara presented the new format of timestamped summarized minutes that we have adopted for best practice, consistency and to more accurately reflect the discussion and conversations. Because TDC meetings are offered in hybrid format the full media recordings are also available for anyone wanting to review the meeting in full.
- TDC Board requested the September minutes also include the update on the National Forest Foundations/Riverside Fire restoration work that had been emailed to the board, as well as a correction to the spelling of Katen's first name.
- Luke motioned to approve minutes as amended, Holly seconded and voting was unanimous.

Discussion

2:13 – 2:23pm Q1 Financials - Samara Phelps

- Staff will be presenting the TDC with financial updates on a quarterly basis so that the board will have a better overview of the financials throughout the year rather than just mid-way and year end reports.
- Samara presented and reviewed the Q1 report draft along with asking for feedback on how the TDC would like to have the reports presented in the future. Q2 Report will be presented at the January meeting with suggested format updates and naming to make the report more program related, take out contingencies to track programmed budget better, share lost revenue fund expenses.

2:23 – 2:47pm Program Updates – Cultural Event Sponsorships and timely updates- Tourism Staff

- The Mt Hood Columbia River Gorge Region stakeholder engagement meeting will be in Rhododendron on November 7th. There will be some interesting topics discussed, including a presentation of regional responses to the community survey. Samara will send out an invite and encourages the board to share with interested stakeholders for tourism. Staff are working on sharing the event with community leads and sharing with partners and directly with businesses on the highway 26 corridor.
- Suggested date for the yearly full day TDC retreat planning session is Jan 31st. Samara also suggestion of having the retreat take the place of the regularly scheduled Jan 10th TDC meeting

and keeping the regularly scheduled February 14th TDC meeting which would allow us to take action/approve the budget in time for county reporting timelines.

- Today's program updates are themed around our strategic outcome of Safe & Inclusive Destination with a strategy of prioritizing partnerships. Recent examples are our STR emergency preparedness kits, our 'know-now' website page for timely updates, working with county disaster management to create industry-specific information sheet. The TDC has identified a priority of being an inclusive and accessible destination. We've been able to invest in some community projects recently including; Sponsoring Clackamas County's Indigenous Peoples Day Celebration and Lake Oswego's Cultural Exchange event put on by their Parks Department. OMHT received a great follow up letter from Lake Oswego Parks saying that the event was well attended with over 4000 people. Continuing to look for ways to use our sponsorships to elevate other events.

2:47 p.m. – 3:30pm TDC Open Forum - TDC Members

- A question was raised about the details of a project at Metzler Park that OMHT helped fund. Staff reported that OMHT was asked by Clackamas County Parks for financial help to install and buildout primitive camp sites at Metzler Park. It was a small enough ask and fit our identified need for more camping opportunities, so we were able to move forward with the project. County Parks are considering adding similar camping at Eagle Fern Park as well.
- Clackamas County Parks presented Clackamas River Outfitters with the opportunity to put in a rental shop at Barton Park next summer which they are considering.
- Disc golf courses at Metzler are being expanded and will be very competitive for national level disc golf competitions which will bring many pro and amateur disc golfers and fans to the area for a few weeks in May for a large televised event. This event is historically not well advertised or captured from a tourism perspective despite drawing large crowds. Staff will look at data from 2023 Beaver Fling for numbers and economic impact.
- TMK Creamery is hosting a cornhole tournament fundraiser for Relay for Life on October 22nd.
- Questions surrounding direct flights from Europe and how/if OMHT is marketing our destination to those incoming travelers. Samara reported that the department does do international marketing and staff will plan to bring the TDC further reporting surrounding our international work specific to Europe and those direct incoming flights at a future meeting.
- A note was also made that the Salem Airport is now offering commercial flights.
- Question/update request regarding the remodel of Oregon City's Clackamette Park & RV Park. Staff offered a brief update on where the city is with their planning process.
- Samara and David each attended the annual ORLA restaurant and lodging conference. Samara shared that expectation is inflation will continue but won't be awful and workforce pressures should soften a little bit. Much conference discussion was regarding watching what's happening in California surrounding fast food and lodging legislation as what happens in California often influences the direction things go in Oregon. David shared a takeaway from ORLA about the prevalence and the issue of human trafficking in the lodging industry. Katen and Holly offered some resources they find helpful for their staff for training surrounding the issue.
- Two new hospitality commissioners recently appointed by The Governor to the Oregon Tourism Commission. Katen will reach out to his contact and invite him to attend a TDC meeting.
- OTTA puts together itineraries for tour operators the theme for this year's itineraries is; Only In Oregon - featuring things you can only find here in Oregon.
- Update was requested on City of Oregon City's plans surrounding TRTs and possible DMO. Samara reported that OMHT has been involved with discussions and filled in a few details.



3:30 pm **Adjourn** for site visit and tour.

Site Visit: End of the Oregon Trail Interpretive Center

3:30 pm **Collaborations** - Oregon's First People film and exhibits
Gail Yazzolino, Executive Director End of the Oregon Trail Interpretive Center

