

OREGON DESTINATION MARKETING ORGANIZATIONS

Membership Meeting

May 31, 2009

Oregon Garden Resort, Silverton

The ODMO Membership meeting was called to order by President Natalie Inouye at 4:10 p.m., May 31, 2009.

Those present were OACVB members: *Natalie Inouye, Travel Lane County; Greg Newland, Travel Portland; Jean Kurtz, Roseburg VCB; Janet Dodson, Union County Tourism; Ronald Melton, Travel Portland; John Hope-Johnstone, Corvallis; Kerrie Walters, Grants Pass VCB; Mikaela Norval, Seaside VB; Ruthie Reinert, Washington County Visitors Association; Yolanda Lennon, Travel Pendleton; Anne Jenkins, Medford VCB; Alice Freuler, West Columbia Gorge Chamber of Commerce; Angie Morris, Travel Salem; and, Lucy Gibson, Oregon Coast Visitors Association.* Also present were guests *Mary Pat Parker, Oregon Travel Information Council; Betsy Hand, MEDIAmerica,* and ODMO's executive director *Bill Cross.*

Approval of Minutes:

The minutes of the April 19, 2009, Membership Meeting was reviewed.

A motion was made by Janet Dodson and seconded to approve the April 19, 2009, Membership Meeting minutes as written. The motion was approved unanimously.

Nomination and Election of Officers for 09-10:

On behalf of the Nomination Committee, John Hope-Johnstone presented the slate of officers and directors for 2009/2010. The slate is as follows:

President – Natalie Inouye, Travel Lane County (Valley)
Vice President – Kerrie Walters, Grants Pass VCB (Southern)
Secretary – Janet Dodson, Union County Tourism (Eastern)
Treasurer – Greg Newland, Travel Portland (Portland/Metro)
At-Large – Rebecah Morris, COCA (Coast)
At-Large – Ruthie Reinert, Washington County Visitors Association
(Portland/Metro)
At-Large – Doug La Place, Bend CVB (Central Oregon)
At-Large – Angie Morris, Salem C&VA (Willamette Valley)
Past President – Jean Kurtz, Roseburg CVB (Southern)

A motion was made by John Hope-Johnstone and seconded to accept by acclamation the slate of officers and directors as presented. The motion was approved unanimously.

Auction:

The annual auction was very successful as it generated over \$9,000 net revenues our costs were lower than expected. The number of items for the auction was good. While not very much online bidding was conducted, the online feature did generate traffic in advance of the auction and helped promote both the auction and the sponsors. We might explore using a different online auction program and give it another try next year. The efforts of Rebecah Morris, John Hope-Johnstone and Bill Cross were acknowledged and appreciated.

Financial Report:

Treasurer Jean Kurtz reviewed the May, 2009, Financial Report. Auction proceeds, conference and dues revenues look good and expenses are running approximately 80% of budget so we should end up with a positive balance at the end of the fiscal year (June 30).

Committee Appointments:

President Natalie Inouye announced that with John Hope-Johnstone's retirement this fall, she has asked Angie Morris, Travel Salem, to serve as ODMO's representative on the Scenic Byways Advisory Committee. Kerrie Walter, Grants Pass VCB, is ODMO's representative on the Bicycle Ways Advisory Committee and Bill Cross will continue as the representative on the Tourism and Hospitality Industry Consortium.

Visitor Information Center Signage Update:

Natalie Inouye reported that the Visitor Information Center Signage Work Group is continuing its work on developing signage standards for visitors centers. A subcommittee is working on and testing signs for travel plaza and travel centers.

Legislative Report:

Bill Cross distributed a legislative status report on the bills that ODMO is monitoring. He reported on the status of SB 440 which would remove the restrictions on how local governments could spend the transient room tax collected in their communities. While the bill has had a hearing, there is little interest in moving the bill forward though there is always the possibility that it might end up in a last minute revenue package to assist local governments.

There was discussion on HB 2600 which would require disability lifts in hotels with 50 rooms or more. That is in the process of being amended and Oregon Lodging Association is involved in the work group that has been working on it. Cross reminded

members that they can check out the status of bills of interest to the industry by going to www.billstatus.com/wvcross and login with “oacvb” and “tourism” as the password.

Old Business:

Travel Oregon's RDMO Budget

Travel Oregon's funding in the 2009/2010 fiscal year will decrease from 15% of the total funds to 12%. While Travel Oregon fully supports the RDMO program, the economic situation and related reduction in lodging tax receipts has forced Travel Oregon to take reductions in all of the program areas.

GoSeeOregon

Natalie Inouye reported that the winner of the GoSeeOregon contest will be announced at the Tuesday morning GoSeeOregon session but that not very many members accepted the challenge.

New Business:

Winter Conference Location

The OTC will be discussing its meeting schedule in June and then we can look at confirming a location in December (presumably the Portland area).

By-Laws Revisions

Due to the name change of the organization, we will need to revise the By-Laws. The Board would like to address the requirement that every region have a representative on the Board because that is not always possible. There may be other items in the By-Laws as well that members would like the organization to address. Please forward any suggestions to Bill Cross who will work with the Board on developing changes that would be voted on by the membership at the Winter Conference.

Logo Development

Members reviewed several logo proposals for ODMO that were prepared by W+K at Travel Oregon's request. There appeared to be a consensus around using the compass from the one logo and the rest of the logo format from the boxed logo.

The meeting was adjourned at 4:42 p.m.

Respectfully submitted,

Bill Cross
Executive Director