



## Membership Meeting

December 5, 2010

The Resort at the Mountain, Welches

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The ODMO Membership meeting was called to order by President Kerrie Walters at 3:12 p.m., December 5, 2010.

Those present were ODMO members: **Kerrie Walters**, Grants Pass VCB; **Natalie Inouye**, Travel Lane County; **Greg Newland**, Travel Portland; **Jean Kurtz**, Roseburg VCB; **Jim Chadderon**, Discover Klamath; **Tim Bishop**, Baker County Tourism; **Allison George**, Washington County VA; **Terrance Goldman**, Washington County VA; **Valerie Warren**, Visit Bend; **Anne Jenkins**, Medford VCB; **Sheryl Kelsh**, Yamhill Valley Visitors Association; **Karen Utz**, Yamhill Valley Visitors Association; **Melinda Claire Stewart**, Visit Corvallis; **Angie Morris**, Travel Salem; **Jonathan Rahl**, Seaside Visitors; **Jeannine Breshears**, Mt. Hood Territory; **Carolyn Hill**, SOVA; **Alice Trindle**, EOVA; **Rebecah Lutz**, COCA; **Yolanda Lennon**, Pendleton Chamber of Commerce; **Lorna Davis**, Newport Chamber of Commerce; **Cheryl Crockett**, Oregon's Bay Area; **Amber Dennis**, City of St. Helens; and, **Katherine Hoppe**, Coos Bay-North Bend VCB. Also present were **Betsy Hand**, MEDIAmerica, and ODMO's executive director **Bill Cross**.

### Approval of Minutes:

The minutes of the June 6, 2010, Membership Meeting was reviewed.

*A motion was made by Anne Jenkins and seconded to approve the June 6, 2010, Membership Meeting minutes as written. The motion was approved unanimously.*

### 2009/2011 ODMO Strategic Plan Update:

The Board reviewed the revisions that it made to the 2009/2011 ODMO Strategic Plan during its Board Retreat in September. They modified some of the current strategies and combined two of the objectives so that the plan now has three primary objectives instead of four. The revised Strategic Plan is attached.

## **Financial Report:**

Treasurer Jean Kurtz reviewed the November 30, 2010, Financial Report. Membership dues renewals have been fairly good and a current dues report was distributed. Other revenues and expenses are in line with this time of the year in the budget cycle.

*A motion was made by Anne Jenkins and seconded to approve the November 30, 2010, Financial Report. The motion was approved unanimously.*

## **Auction:**

Rebecah Lutz volunteered to help coordinate the Annual Auction and Natalie Inouye volunteered to assist as the Governor's Tourism Conference will be in Eugene.

## **Legislative Report:**

Bill Cross reported that interim work groups on Destination Resorts and Farmland activities have concluded their efforts and the resultant legislative concepts are pretty timid from a tourism development perspective. Other bills that will impact the tourism industry include:

- Proposals to redirect lodging tax revenues to purposes other than promoting tourism. LOC is introducing legislation to remove the restrictions on how local governments could spend the transient room tax collected in their communities.
- A proposal to create an exemption that will allow manufacturers and wholesalers of alcoholic liquor to purchase advertising space and time from a licensee operating as an event venue (this would allow breweries and wineries to pay advertising dollars to larger special events).
- The ORHA is introducing legislation to require all online travel companies to remit room taxes to local governments on the retail rate the room is sold for when conducting business in the State of Oregon.

## **Industry Updates:**

Brief updates on the Scenic Byways and Scenic Bikeways were provided. The Scenic Byways is looking for some federal funds for marketing purposes.

Kerrie Walters reviewed the Project Watershed Consortium Summit held in October. Its purpose was to put together the foundation for a 20-year vision of travel and tourism in the State of Oregon. The Summit resulted in the development of three phases:

1. Align and share to help ensure that the regional travel and tourism message is in step with statewide efforts.
2. Further development of the promise of Oregon's brand and leveraging the brand to encourage entrepreneurship and world-class business approaches. This phase would also look at reorganizing the business side of the travel; and tourism infrastructures to enforce the brand and business standards.

3. The “Go Big and Stay Home Phase” includes identifying the packages, solutions and alliances that win visitors’ loyalty.

**Spring Conference Location:**

The Spring Conference will be held June 5 & 6 in Joseph. OTC will hold its meeting there June 7.

**New Business:**

There was no new business.

The meeting was adjourned at 3:56 p.m.

Respectfully submitted,

Bill Cross  
Executive Director