

Oregon

Association of Convention & Visitors Bureaus

Oregon Association of Convention & Visitors Bureaus Board of Directors September 16, 2007 Steamboat Inn, Idleyld Park

The OACVB Board of Directors meeting was called to order by President Mary Pat Parker at 6:01 p.m., September 16, 2007.

OACVB members present included: Mary Pat Parker, Jean Kurtz, Natalie Inouye, Carol Lentz and John Hope-Johnstone. Also present was OACVB's executive director Bill Cross.

Minutes

The Board reviewed the minutes from the June 3, 2007, Board of Directors' meeting.

MOTION: made by John Hope-Johnstone and second to approve the June 3, 2007, Board of Directors' meeting minutes as written. Motion approved unanimously.

Financial Report

There was no financial report available at the time of the meeting.

Tourism and Hospitality Industry Consortium

Carol Lentz and Bill Cross provided a review of the recent Consortium meetings. A recent messaging meeting was held with a work group of the Consortium and Maxwell Public Relations to develop the communications campaign. The group is working on messaging ideas and target audiences. The goal is to try to explain how the tourism industry permeates the economy in communities throughout Oregon.

The Board discussed the results from the Nelson Company opinion survey which were very positive in terms of the public perception of the industry and its economic contributions. The only negatives were regarding the family wage issue and the perception that the industry is low

paying. The Consortium doesn't appear to be doing anything with the survey information. There was subsequent discussion about the lack of leadership within OTC and the Consortium. The business model of the OTC may be flawed as the industry should be directing the Consortium rather than state government. There is little accountability in the current model since the Consortium's staff report to OTC and not the Consortium.

Transportation/Tourism Task Force Update

The Transportation/Tourism Task Force seems to be moving forward. The most recent meeting on September 13 was well attended. While the design of the new Siskiyou Welcome Center looks wonderful, ODOT still has not filed the land use permits for the center. The Travel Information Council is taking the lead on developing a strategic plan for the rest areas. A Winter Driving brochure has been updated with information about winter passes and Mapquest and Yahoo have agreed to mark impassable roads as "unadvised" during the winter months. OACVB is still collecting information on the Visitor Information signs that are throughout the State. Evidently there was also a study done some years ago on the best font for highway signs and the recommended font is definitely more readable.

The Transportation/Tourism Task Force as well as the Consortium and other industry groups are planning to meet in December around the OTC meeting just as OACVB is. The Board discussed the role of OTC and the Consortium in TRT issues and clearly they are not going to be that involved. OLA continues to take the lead in local community TRT debates. OACVB's website should be a resource on this issue but we don't have very comprehensive information. We should put the statute and an explanation on the website as well as any local TRT information (at one time the Consortium was trying to collect and assemble this information for the State). OACVB should also put marketing plans, policies and procedures manuals and other information on the website with a power point orientation for new DMO executive directors.

Winter Conference Location

The Winter Conference location was discussed and the Board agreed that it would be preferable to do it in conjunction with the Oregon Tourism Commission's December meeting in Salem. Because of the other industry meetings, we would need to start the Conference program mid-afternoon on Sunday as we did in 2006. Program ideas included:

- Holly Macfee suggested a "best practices" marketing presentation with examples of what has and hasn't worked. Macfee would facilitate the seminar which would include brief presentations by various regions. [Approximate length of time would be two hours.]
- Travel Information Research Advisory Committee presentation identifying the key effectiveness index indicators.
- Gregg Mindt of OLA has requested some time to discuss the TRT battles.
- Return on Investment measurements.

New Business

Travel Information Research Update

John Hope-Johnstone reported that he has the travel information research survey up and running at his office. Portland will test it as well and the State will conduct it in Southern Oregon.

Webinar Proposal

Mary Pat Parker reviewed a webinar proposal and suggested that it is probably not cost effective for OACVB at this time.

New Business

There was no new business.

The meeting adjourned at 7:32 p.m.

Respectfully submitted,

Bill Cross
Executive Director