



Oregon Association of Convention & Visitors Bureaus
Board of Directors
March 1, 2007
Teleconference Meeting

The OACVB Board of Directors meeting was called to order by President Mary Pat Parker at 1:47 p.m., March 1, 2007.

OACVB members present included: Mary Pat Parker, Jean Kurtz, Natalie Inouye, Alana Audette, Carol Lentz, John Hope-Johnstone and Janet Dodson. Also present were OACVB Legislative Committee members Kerrie Walters, Kari Westlund and Veronica Rinard and OACVB's executive director Bill Cross.

Spring Conference Program

The Board discussed the program for the upcoming Spring Conference which will be held in Astoria June 3-5 at the Cannery Pier Hotel. The Board reviewed the priorities for DMAI Areas of Improvement as identified by Winter Conference attendees including: branding, crisis management, policies and procedures and human resources. Bill Baker was suggested as a speaker on branding as was Mark Dennett from SOVA.

There appeared to be support for the concept of having a series of roundtables with selected speakers kicking-off or leading the discussions.

- Branding would be one discussion.
- Human Resources would be another topic and Dixie Revell of Travel Oregon and Carol Lentz would lead this session.
- Natalie Inouye and a Travel Oregon representative will lead a discussion on DMAI ROI standards with a focus on visitor centers. Carol Lentz volunteered to provide some formulas for this session and there was discussion of developing standards with TIC for "Visitor Information Signs."
- TRAK Survey with John Hope-Johnstone.

The meeting adjourned at 2:14 p.m.

Respectfully submitted,

Bill Cross
Executive Director