



OACVB BOARD RETREAT

September 17, 2007

Steamboat Inn, Idlewyd, Oregon

The OACVB Board Retreat was called to order at 9:18 a.m.

Attendees included: Board members Mary Pat Parker, Carol Lentz, Jean Kurtz, John Hope-Johnstone and Natalie Inouye, and executive director Bill Cross.

2006-2008 Strategic Plan

The Board reviewed the 2006-2008 Strategic Plan and discussed the following components:

Objective #1, Strategy A – identified the need to review evaluation forms of the conference content. Possible conference program ideas included: a Transportation/Tourism Task Force update and what the future transportation issues mean to tourism and a Tourism Research Advisory Committee presentation on what the indicators are that the State will require and why they are important.

Objective #1, Strategy B – need to make sure that OACVB is represented in the program development at the Governor's Tourism Conference and that the leadership track is continued to be offered.

Objective #1, Strategy C – develop visit center staff training and standards. Carol Lentz will take the lead on putting together a program which would be marketed to welcome centers and Chambers of Commerce. There was considerable discussion regarding visitor signs and standards for those signs; standards for the centers that are eligible for the signs; and, who is going to pay for them. The signs will be the International *i* with a circle around it on a blue sign with white Clear font lettering and information below the *i*.

Objective #1, Strategy D – the status of a functioning phone and email tree and contact list were discussed.

Objective #2, Strategy A – progress is slower than originally planned.

Objective #2, Strategy B – we are doing this.

Objective #2, Strategy C – promote the scholarship program.

Objective #2, Strategy D – discussed OACVB using DMAI standards as a basis for voluntary certification which could lead to a State requirement for funding in the future. Put models or samples of the various requirements on the website. Carol Lentz will work on Government/Finance/Human Resources standards samples; Mary Pat Parker will work on Stakeholders/Membership standards samples; Natalie Inouye on Marketing/Sales, John Hope-Johnstone on Technical and Christine at COVA on Communications. We could incorporate a presentation of these standards and the various samples in a presentation at the Winter Conference including assembling a 3-ring binder with the different requirements and samples. We would send the binders to the members in advance (Carol Lentz volunteered to assist with this project) of the Winter Conference so that they could complete it with any information they have from their DMO.

Objective #2, Strategy E – The Q program is supposed to be online later this year.

Objective #3, Strategy A – Ask Veronica Rinard to do a workshop on developing community relations.

Objective #3, Strategy B – John Hope-Johnstone reviewed some recommendations from TRAC regarding visitor industry indicators and trends. We'll try to find other indicators that might be good to discuss at the Winter Conference.

Objective #4, Strategy A – Consortium involvement was reviewed earlier.

Objective #4, Strategy B – We are doing this.

Objective #5, Strategy A – Fulfilled.

Objective #5, Strategy B – Have adopted a two-year budget but need to continue to develop additional resources.

Strategic Plan Update

The Board decided that an updated Strategic Plan should be developed and presented to the membership at the Spring Conference in 2008. We should include some non-Board members in the plan development process. John Hope-Johnstone will chair the Task Force. Other members included: Natalie Inouye, Cheryl Mills, Lorna Davis and Kerrie Walters.

OACVB's Role in DMO Certification/Accreditation

The Board discussed the possibility of OACVB developing a certification program for DMOs in Oregon and charging a fee to review applications for a seal of approval.

Relevancy of DMOs

There was consensus that the DMOs are the stewards and advocates for local customer service. We need to ensure that Q training has a local segment that each DMO can develop and append to the state training. OACVB should consider seeking a funding grant to help assist the DMOs in developing a community based customer service training program. It should also include some diversity training.

The Board discussed Travel Oregon's website and how it related to the websites of OACVB's membership. There is a WACVB website test of a customer survey on websites to explore the development of a website ROI. OACVB should look at meeting annually with Travel Oregon's marketing and senior management staff to brief them on what's going on with DMOs. The question was asked whether TO does new commissioner orientations? If so, maybe we should see if we could participate in those sessions to describe the role of DMOs.

Winter Conference Program

Possible Winter Conference topics discussed included:

- Visitor Center Staff Training (separate track) – Carol Lentz
- Transportation/Tourism Task Force presentation (Gail Ackerman?) – Mary Pat Parker
- DMO Standards – Operations and TRAC – Carol Lentz and John Hope-Johnstone (two plus hours Monday A.M.)
- Gregg Mindt, OLA – TRT Battles – possible luncheon speaker and sponsorship
- Community Relations – Veronica Rinard (45 minutes)
- Marketing Best Practices – Holly Macfee (one hour and 45 minutes)
- Brian Gard – Relevancy
- Jack McGowan – Inspiring Volunteers

Board Retreat Highlights

- **Form an Education Committee to develop conference programs.**
- **Develop a legislative funding package for Visitor Information Center signs.**
- **Recommend that Visitor Information Center signs use the international *i* with a circle around it, with Clear font lettering on a blue background with the information under the *i*.**
- **Implement a DMAI/OACVB standards education program that would include conference sessions, 3-ring binder with samples and the website with additional information.**
- **Develop a community-based customer service training module for the Q training.**

The Board Retreat was concluded at 3:27 p.m.

Respectfully submitted,

Bill Cross
Executive Director