



April 11, 2010
Membership Meeting at the Governor's Conference on Tourism

The ODMO Membership meeting was called to order by President Natalie Inouye at 3:40 p.m., April 11, 2010. Self introductions followed.

ODMO members and guests present included: Natalie Inouye, Jean Kurtz, Janet Dodson, Kerrie Walters, Rebecah Lutz, Russ Vandenberg, Sandy Pfaff, Anne Jenkins, Ruthie Reinert, Angie Morris, Carolyn Hill, Jimmie Lucht, Andrew Bryan, James Terry, Alice Trindle, Kristi Richter, Jeannine Breshears, Julie Miller, Doug LaPlaca, Eric Kingstad, Sheryl Kelsh, Tammi Mendels, Sandra Carpenter, Donna Quinn, Catherine Rickbone, Cathy Underdown, Valerie Warren, Lynette Braillard, Rhiannon West and Bryant Marban. Also present was ODMO's executive director Bill Cross.

Bylaws Amendments:

President Natalie Inouye reviewed the proposed Bylaws Amendments which would change the name of the association from OACVB to ODMO and revise the requirement that seven of the Board members be elected from each of the State's tourism regions to instead require that, to the extent possible, a Board member will be elected from each of the marketing regions.

MOTION: made by Eric Kingstad and seconded that the proposed Bylaws amendments be approved. Motion approved unanimously.

Financial Report:

Treasurer Jean Kurtz reviewed the Financial Report through March 31, 2010. She pointed out that both the revenues and the expenses for the Winter Conference exceeded the budget but that was because we had the largest Winter Conference we have ever had. We also need to support the auction in order to meet our budget.

MOTION: made by Andrew Bryan and seconded that the March 31, 2010, Financial Report be accepted. Motion approved unanimously.

Governor's Tourism Conference Auction:

Rebecah Lutz reported that we are down a little in the number of items we have in the Auction though we still may receive some last minute items. She thanked members for their assistance and support and asked for some volunteers to assist Tuesday when the auction closes.

Nominating Committee:

It was announced that the Nominating Committee, which will present its Board and Officer nominations to the membership at the Spring Conference for election, consists of Kerrie Walters, Jean Kurtz and Natalie Inouye. *Anyone interested in serving on the Board should contact Natalie Inouye (541-743-8754) or Bill Cross (503-873-5384).*

Scenic Byways:

Angie Morris, the ODMO member on the Scenic Byways Committee, reported that the Committee is reviewing applications for this year's grants. There are nine applications that are being considered and funding is available for three or four proposals.

Scenic Bikeways:

Kerrie Walter, the ODMO member on the Scenic Bikeways Committee, reported that the Committee is in the process of evaluating 17 applications for Scenic Bikeways designation.

Other Updates:

The Oregon Transportation/Tourism Task Force has sunsetted. Natalie Inouye reported that the Oregon Tour and Travel Alliance will be meeting in Pendleton in June. The annual Welcome Center/Visitor Center Training will be held later this spring in Hood River. The Visitor Center staff members are also included in this training program and are encouraged to attend. ODMO has approached Travel Oregon about strengthening the professional development component of the training. It will be broadened at this year's meeting and then both ODMO and TO will work on programming for next year.

Legislative Report:

Bill Cross reported on the following items that had been considered during the 2010 Supplement Session held in February:

- Guest Ranch legislation was approved to renew the Guest Ranch legislation for two more years.
- Resort Siting legislation was approved to continue studying this issue in the interim.
- Winery legislation allowing special events at wineries located in exclusive farm use land was approved for a two-year period while a task force will work in the interim to develop more permanent recommendations for wineries and other agri-tourism uses in exclusive farm use lands.

Tourism and Hospitality Industry Consortium Update:

Scott West of Travel Oregon reported on the recent Tourism and Hospitality Industry Consortium activities. The Consortium hosted the second Industry Summit in February and 70 to 100 attendees from industry and agencies participated. Energy and land use issues affecting tourism were identified for next legislative session.

At its recent Consortium Steering Committee meeting, the issue of what do we want tourism to look like in 20 years was discussed. Randy Harrington reviewed a proposal with the Steering Committee on how to assemble a process to define the vision and to help visualize it through video. It will be discussed further at the next Consortium meeting and with the various stakeholders as significant funds will be required to implement.

Visitor Center Signage Update:

Natalie Inouye reported that ODMO has been working with the task force to create standards for Visitor Center Signage. Those standards have now been adopted. Now we need to be involved in the implementation of those standards and identifying funding resources for the new signs.

Spring Conference

Natalie Inouye reported that we received many excellent venue proposals for the Spring Conference from members but that the Board believes that there is a lot of synergy in having the Spring Conference in conjunction with the Oregon Tourism Commission June meeting. To that end, Grants Pass will be the site of the Spring Conference. Bill Cross stated that he has met with Kerrie Walters and the various properties involved in the conference and they have put together an excellence package. The conference will be held on June 6 and 7 followed by the OTC meeting on the 8th.

New Business

James Terry of STR reviewed his company's data capturing services for hotels (STAR report as an example) and explained that STR could provide occupancy data for destination marketing organizations as well.

The Meeting adjourned at 4:40 p.m.

Respectfully submitted,

Bill Cross, Executive Director