

# ODMO Membership Meeting

# April 24, 2016

## **Wildhorse Resort & Casino, Pendleton**

The ODMO Membership meeting was called to order by President Valerie Warren at 3:35 p.m., April 24, 2016.

**Update on Guest Service Training Initiative:**

Wendy Popkin, Executive Director of the Education Foundation for the Oregon Restaurant & Lodging Association, reviewed the Guest Service Training Program. Popkin invited RDMOs and DMOs to participate in two sessions sponsored by the ORLA Education Foundation to seek input from hospitality industry stakeholders on the guest service training and employee recognition program. As part of the program, participants will take the internationally accredited Guest Service Professional certification course. The sessions will be held on May 16 and May 18 and there is no cost to the participants other than their travel.

**Approval of Minutes:**

The minutes of the April 12, 2015, Membership Meeting were reviewed.

*A motion was made by Carolyn Hill and seconded to approve the April 12, 2015, ODMO Membership Meeting minutes as written. The motion was approved unanimously.*

**Financial Report:**

Treasurer Jon Rahl reviewed the July 1–April 20 Financial Report. He noted that the record attendance at last year’s Annual Conference generated along with a high percentage of dues remissions resulted in a net income of nearly $12,000.

*A motion was made by Lorna Davis and seconded to approve the April 20, 2016, Financial Report. The motion was approved unanimously.*

**Auction:**

Auction Chair Lorna Davis reported that we have received 83 items for the Auction which is up from the 70 items received last year. We have also received 53 bottles for the Hooch-in-the-Bag fundraiser. She also indicated that she could use a couple of volunteers Tuesday afternoon to help with closing the Auction. Davis was given a round of applause for her work on the Auction.

**Nominations and Elections:**

Greg Newland of the Nomination Committee presented the slate of officers and directors for 2016/2017. The slate is as follows:

President – Angie Morris, Travel Salem (Willamette Valley)

Vice President – Danielle Cowan, Clackamas County Tourism (Hood/Gorge)

Secretary – Megan Conway, Travel Portland (Portland/Metro)

Treasurer – Alice Trindle, EOVA (Eastern Oregon)

At-Large – Lorna Davis, Newport Chamber of Commerce (Oregon Coast)

At-Large – Jimmie Lucht, Albany Visitors Association (Willamette Valley)

At-Large – Carolyn Hill, SOVA (Southern)

At-Large – Jon Rahl, Seaside Visitors Bureau (Oregon Coast)

Past President – Valerie Warren, Visit Bend (Central Oregon)

Ex-Officio – Annie Von Domitz, Oregon Travel Experience (Associate Member)

*MOTION: made by Greg Newland and seconded that the Nomination Committee’s slate of nominations for 2016/2017 be elected. Motion approved unanimously.*

Outgoing officers and directors were acknowledged for their contribution to ODMO including Past President Greg Newland, Vice President Anne Jenkins and Associate Member Dave Peterson. Outgoing president Valerie Warren was also recognized for her leadership the past two years.

**Industry Updates:**

*Scenic Byways* – Natalie Inouye reported that the Oregon Scenic Byways Advisory Committee had its annual meeting earlier today. Chair Pat Moran has been nominated to the National Byway Foundation. There is a new Scenic Byway Guide available. Alice Trindle mentioned that there is a group that is working with the Lewis and Clark Foundation on a multi-state joint highway project.

*Scenic Bikeways –* Natalie Inouye, DMO representative on the Scenic Bikeways Commission, stated that discussions are going beyond the promotion of specific bikeways to marketing the entire bicycling tourism arena.

*Consortium –* Valerie Warren represented ODMO at the Consortium meeting earlier today. The Statewide Action Plan was discussed and will be placed on the OTC website as a resource for the various stakeholders.

**Legislative Update:**

ODMO’s executive director Bill Cross briefly reviewed several of the issues that ODMO was involved in during the 2016 Legislative Session including:

* HB 4146 which increases the statewide lodging tax July 1, 2016, to 1.8%. The bill calls for a Work Group to review some of the policies related to the distribution of revenue for the regional cooperative tourism program. Any ODMO members interested in participating on the work group should let Bill Cross know so that he can submit their names to the legislators appointed to serve on the work group.
* SB 1543 which revises the Oregon Wine Country License Plate program. Originally, the bill would have combined the two funding programs into a single grant program and transferred that program from the Oregon Tourism Commission to the Oregon Wine Board. The amended version that passed maintains the two funding programs under the OTC but requires the tourism promotion agencies to collaborate with the wine industry when developing their regional marketing expenditure plans.
* SB 1507 which increases the Film & Video Tax Credit. The bill extended the Film & Video tax credit to 2024 and increased the annual cap from $10 million to $12 million in 2016 and $14 million in 2017. It also provided for increased payments to filmmakers for filming outside the Portland metro area.

On behalf of the Big Tent Coalition, Greg Leo pointed out that there will be legislation in 2017 addressing the issue of pre-activity releases in light of a recent court decision which ruled that ski industry releases did not waive the industry’s liability for injuries.

**Winter Conference:**

The December 6, 2016, OTC meeting is scheduled for Forest Grove so that is likely where we will hold our Annual Conference. President Angie Morris explained that the ODMO Conference would be on December 4 & 5 with more details to come. She asked for ideas for presentations which garnered the following topics:

* Cannabis industry and tourism
* Crisis management
* Best practices and examples from members on what they are doing in specific subject areas
* Doing something with the wine industry since we will be in wine country
* Salmonberry Project

A survey will be sent out to the members to solicit further ideas.

The meeting was adjourned at 4:36 p.m.

Respectfully submitted,

Bill Cross

Executive Director