



**Tourism Development Council Meeting
Wednesday April 10, 2024 2:03 – 3:28pm**

Minutes Approved 5/8/24

In person and virtual via Zoom.

[Recording Link](#)

Members Present: David Penilton, Luke Spencer, Holly Pfortmiller, Catherine Nyland, Katen Patel, Gail Yazzolino **Staff Present:** Samara Phelps, Janice Nilson, Ithaca Janzen, Danae Burke Jones, Jim Austin, Aaron Liersemann **Others Present:** Thelma Haggemiller, Nancy Dunis, Sherry DeLeon, Jennifer Berryhill

2:03-2:05pm Welcome/Call to Order/Introductions & Declaration of Conflicts – Luke Spencer, Vice Chair

2:05-2:07pm Welcome from Gray Gable Estates – Jennifer Berryhill, Owner
Welcome and introduction to Gray Gable Estates. The venue hosts all types of events including holiday parties, celebrations of life, weddings, non-profits, and special events for up to 260 guests

Action

2:07-2:08pm Approve February 14 & March 7 Minutes - Danae Burke Jones, Administrative Specialist
Catherine motioned to approve minutes from February 14 and March 7, seconded by David and approved by unanimous vote.

Discussion

2:08-2:38pm Strategic Investment Program – Presentation of funding recommendations
Jim Austin, Tourism Development Lead and Sherry DeLeon, Rural Prosperity Partners

Jim reviewed the timeline and funding priorities for the 23/24 Strategic Investment Program cycle. Fourteen applications were received, with a request total of 2,504,416.34

Sherry DeLeon with Rural Prosperity Partners who helped develop the grant program explained the process used for evaluation. The scoring rubric was refined to weigh priorities and review applications based on sixteen criteria. Evaluators assigned points to applications using the Scoring Rubric as guidance and are recommending funding for eight applications with a total recommended funding of \$615,680.24 broken down as follows:

- AntFarm: \$143,128 to rebuild and reopen campgrounds and day-use areas in the Clackamas River Corridor impacted by wildfires and provide stewardship training to build recovery/resiliency capacity within Clackamas County.
- Mark Prairie Historical Society: \$100,000 to complete repairs and reopen the historic Mark Prairie School House, which sustained significant damage during a 2021 ice storm.
- Forests Forever, Inc.: \$27,822 to create and install interpretive panels at Hopkins Demonstration Forest.
- Clackamas River Water Providers: \$64,000 to create a Clackamas Water Trail website, signs and maps.

- Vintage Trolley, Inc.: \$60,000 to retrofit the trolley with an electric engine and battery, enhancing unique transportation experiences.
- Trailkeepers of Oregon: \$115,031 to complete trail work/repairs and stewardship training to build recovery/resiliency capacity within Clackamas County.
- Jackknife Zion Horseheaven Historical Society: \$49,000 to install mobility-friendly, multi-season paths at Philip Foster Farm.
- Clackamas River Basin Council: \$56,699.24 to install Indigenous art and interpretive panels at two locations across Clackamas County.

A question was asked if the review committee did site visits? Answer: No, the applications underwent a very robust review committee process, but did not include site visits.

Question about what happens with leftover funds? Leftover funds can be rolled into future strategic investment funding cycles.

A question was raised regarding how projects will be tracked from now through results. Staff responded that all projects are expected to be completed within the next 18 months. Award agreements have deliverables built in, along with quarterly and final project reports. The department is utilizing a grant management program that helps carry the applicant all the way through the project which will give staff a good ability to pull reports and track the projects.

Questions were asked about the communication with the applicants throughout the process and if feedback would be provided to help those not awarded grants have stronger applications in the future. Samara answered that Sherry helps with communication to applicants and making sure they have equal access to the processes, and we are following Sherry's guidance to apply best practices to getting applicants to success. Applicants will have the opportunity to meet with Sherry for feedback on how to improve in the future, which will be handled supportively and diplomatically.

Action

2:38-2:50pm Approve Strategic Investment Awards - Samara Phelps

Catherine put forth a motion to approve the entire slate of recommendations as presented, seconded by Gail, and approved by unanimous vote.

Appreciation was shared for the time put into the process by staff and review committee, very valuable for TDC to do this program, great tool for building partnerships, build awareness and supporting communities.

2:50 – 3:01pm Adopt Strategic Priorities - Samara Phelps

The proposed Strategic Priorities were sent out to partners and the community for open feedback from March 7th – April 1st. The priorities were seen as relevant, and there was no significant feedback for any changes.

Question was asked if the five priorities will share equal focus? Samara responded that it is anticipated that all five priorities will have work happening under them at any given time. At different times there may be more weight or work put behind one over the others, but many current projects fall under these five priorities and staff will continue to integrate the work plan into the strategic priorities going forward.

Catherine put forth a motion to approve and adopt the strategic priorities, seconded by Gail, and approved by unanimous vote.



Discussion

3:01 – 3:06pm Current Financials Review – continued discussion from retreat - Samara Phelps
Shared with council ahead of time, informational update of Q3 financials with no flags or changes to note.

3:10 – 3:19pm Program Updates – Quarter 2 report, Strategic Investment Program, etc. - Tourism Staff

Aaron shared about the 8th annual Ag Summit held in March at Our Table Cooperative which had around 28 attendees. Much focus this year was on how partners can best advocate for themselves, and their businesses. OSU Extension recently released an agritourism study that Mt Hood Territory had contributed to. The study and findings were shared with partners at the summit. One of the main goals of ag summit this year was to provide tools, information, and education so that agritourism partners can go out and be advocates for themselves and network together and lobbyist Bill Perry spoke on how to develop relationships with local representatives.

3:15-3:28pm **Open Forum** - TDC Members

Holly – Life is good.

Thelma - Working on an Oregon City FAM tour on May 17th. The theme for the tour is Oregon City Dreams; Past Present and Future, which is also the theme of the float Oregon City will be entering in the Rose Parade this year.

Gail – End of the Oregon Trail Interpretive Center Board looking for an executive director to replace her. She would like to retire as soon as they've found a replacement but will stay until the new hire is in place as she is still working on some projects for the museum she'd like to finish.

Katen – Hotel managers are staying busy with back-to-back conferences. Advocacy is a big part of the platform for those conferences, encouragement for getting involved on local community, state, and federal levels because that's where voices will be heard.

Catherine: Staying busy.

Luke – The Upper Clackamas White Water Festival will be on May 17th. Clackamas River Outfitters is currently hiring and starting to move into their busy season. Will be at Estacada Lake again this year and teach pack rafting classes for Portland Community College.

3:28pm Adjourn Meeting

Tour of Gray Gables Estate