



Tourism Development Council Meeting

AGENDA

Wednesday

May 8, 2024

2:00 – 4:00 p.m.

Hybrid

Virtual: <https://clackamascounty.zoom.us/j/82625780049>

In person: Monarch Hotel & Conference Center 12566 SE 93rd Ave, Clackamas

- 2:00 p.m. **Welcome/Call to Order/Introductions & Declaration of Conflicts**
David Penilton, Chair
- 2:10 p.m. **Welcome from Monarch Hotel & Conference Center**
- Action**
- 2:15 p.m. **Approve April 10 Minutes**
Danae Burke Jones, Administrative Specialist
- Discussion**
- 2:20 p.m. **Funding Priorities for FY24/25 Strategic Investment Program – recommendations**
Jim Austin, Tourism Development Lead
- Action**
- 2:35 p.m. **Approve Funding Priorities for FY24/25**
- 2:35 p.m. **Approve Carryover from FY23/24 Strategic Investment Program for FY24/25**
- Discussion**
- 2:40 p.m. **Marketing Updates – Priority message placements & new destination videos**
Annie Austin, Marketing & Communications Lead
- 3:00 p.m. **Q3 Report Draft**
Ithaca Janzen, Tourism Specialist Senior
- 3:10 p.m. **Program Updates –**
Tourism Staff
- 3:25 p.m. **Open Forum**
TDC Members
- 3:40 p.m. **Adjourn Meeting**
- Tour of Monarch Hotel & Conference Center**