

**VISIT BEND
750 NW LAVA ROAD, SUITE 160
BEND, OREGON**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
NOVEMBER 18, 2025, 9:00 A.M.**

MEMBERS:

Brandon Tyler	Chair
Chloe Manke	Vice Chair (from 9:10 a.m.)
Noelle Fredland	Treasurer (via teleconference)
Courtney Braun	Member-at-Large
Jana Johnson	Member-at-Large
Sam Johnson	Member-at-Large
Amanda Bird-Zimmerman	Member-at-Large (via teleconference)

STAFF:

Jeff Knapp	Chief Executive Officer
Justin Keyes-Bundy	Digital Content Manager (via teleconference)
Nate Wyeth	Senior Vice President, Strategy
Zavier Borja	Director, Destination Stewardship
Daniel Elder	Director of Operations
Megan Tacchi	Visitor Center Manager (via teleconference)
Kelli Carrow	Marketing Manager (via teleconference)
Sarah Akbari	Sales and Marketing Coordinator
Laurel Hunter	Director, Web and Creative Services (via teleconference)
Tim Neville	Lead Storyteller and Communications Manager (via teleconference)

GUESTS:

Cyrus Mooney	Business Advocate, City Manager's Office (from 9:10 a.m.)
Denna Bybee	Regional Director, Hotel Peppertree
Lori Goshert	Recording Secretary, Minutes Solutions Inc.

REGRETS:

Geoff Hinds	Member-at-Large
Lauren Burke	Member-at-Large
Diana Spring	Member-at-Large

1. CALL TO ORDER

There being a quorum present, and adequate and proper notice of the meeting having been given, the meeting was called to order at 9:05 a.m.

2. APPROVAL OF PREVIOUS MEETING MINUTES

On a motion made by Sam Johnson, seconded by Courtney Braun, it was resolved to approve the minutes of the September 16, 2025, Board of Directors meeting, as presented. Motion carried.

3. **ANNUAL FINANCIAL REVIEW**

This item was not discussed.

4. **FINANCIAL REPORT – FISCAL YEAR-TO-DATE**

On a motion made by Jana Johnson, seconded by Chloe Manke, it was resolved to accept the financial report for the period ending October 31, 2025. Motion carried.

Daniel Elder presented the financial report as of October 31, 2025. Revenue for the month was \$8,100 under budget due to a slight downturn in city funding receipts. Year-to-date revenue was \$154,000 over budget due to city funding receipts and healthy retail sales. Personnel expenditures were \$4,200 under budget for the month and \$26,400 under budget year-to-date, partially due to a vacant sales position that was filled on October 1, 2025.

Grant programs were \$2,100 under budget in October, 2025, and \$32,500 over budget year-to-date. Sales and marketing expenditures were \$2,500 over budget for October, 2025, and \$25,400 under budget year-to-date. Overhead expenses were \$2,600 over budget for October, 2025, mainly due to training, and \$1,200 over budget year-to-date.

October, 2025, ended with a net surplus of \$71,700, which is under budget by \$6,900. Cash on hand increased in October, 2025, by approximately \$430,000 due to summer transient room tax (TRT) receipts, with a total cash balance of \$3,472,528.

There was \$1,715,459 in the operating account, \$1,166,077 in the Bend Sustainability Fund, \$232,379 in the Bend Cultural Tourism Fund, \$513,446 in the rainy-day fund, and \$107,352 in the wind-down fund. A total of \$400,000 was moved from the rainy-day and wind-down funds into seven-month certificates of deposit with an interest rate of 4.25%.

Daniel Elder presented the profit and loss analysis for the period ending October 31, 2025. It was noted that one invoice arrived late.

5. **TOURISM INDUSTRY BRIEFING**

The short-term rental (STR) demand for October, 2025, was 65,234, which is down by 6% year-over-year. The STR average daily rate (ADR) was \$133.62, which is down by 1.6% year-over-year. The declining hotel occupancy rates reflect nationwide trends. The AirDNA demand for was 19,340, which is up by 2.9% year-over-year. The AirDNA ADR was \$185, which is up by 0.5% year-over-year. The collections by type for October, 2025, were hotel, \$1,088,615; vacation rental, \$125,229; bed and breakfast, \$3,771; RV park, \$32,961; and Airbnb, \$167,154.

Nate Wyeth shared the daily hotel demand and ADR for October, 2025, compared to October, 2024, and the STR and ADR from July, 2024 through October, 2025, compared to six other cities. At one point in the summer of 2025, Bend's STR was higher than that of the other cities.

There was a discussion regarding whether Bozeman, Montana, had changed its marketing strategy. It was noted that Bozeman was experiencing less Canadian travel than usual, and the government shutdown was impacting travel in general. Bend benefits from being primarily a driving destination. People are also less willing to spend money.

6. **SALES AND MARKETING COORDINATOR INTRODUCTION**

Sarah Akbari was introduced as the new Sales and Marketing Coordinator.

7. WINTER MARKETING UPDATE

Visit Bend has developed a campaign featuring Bend's breweries called Bend Ale Trail Month, as November is normally a slow occupancy month. The campaign involves paid media, influencers, owned channels, and attribution to measure post-campaign impact. There is an application that can track the number of people visiting the breweries and the amount of money they spend. The application and the visitors' center both have a post-ale survey. It was noted that there has been a general decline in alcohol consumption in the U.S. It is possible to participate in the Bend Ale Trail Month without consuming alcohol, and most breweries have non-alcoholic beer available. Bend is also becoming known for wine, and wine sales are increasing.

Nate Wyeth presented the winter marketing campaign, which presents Bend as a winter basecamp. While there is a focus on winter sports, a diverse array of activities is presented, including the food and beverage scene. The marketing campaign involves paid media, Google campaigns, the influencer program, social media, web and email, and earned media. Tim Neville has been pitching winter stories. Bend also has a lot of retail and cultural events to offer.

More data from the marketing campaigns will be presented at the January 20, 2026, Board meeting.

8. GRANT PROGRAM UPDATES

8.1 Bend Sustainability Fund

Visit Bend hosted a field trip with local community leaders, showcasing some of the investments that were made possible through the Bend Sustainability Fund. A lot of media were present, and positive feedback was received, including from council members. Some media partners were not previously aware that Visit Bend was involved in the projects.

Another field trip is budgeted and planned for spring of 2026. Xavier Borja expressed hope that additional Board members would attend, as well as more members of the Bend Economic Development Advisory Board (BEDAB). He requested feedback regarding other potential participants to invite.

It was suggested that a post-tour call-to-action be offered to community members who cannot attend the field trip, such as a discount offered within a certain time period for the venue in question.

Xavier Borja shared the Bend Sustainability Fund grant program timeline. The application window is open until January 16, 2025.

8.2 Bend Cultural Tourism Fund

Xavier Borja shared the Bend Cultural Tourism Fund grant program timeline. The application window will open on February 2, 2026.

9. PUBLIC ASSEMBLY VENUE FEASIBILITY STUDY

Jeff Knapp summarized the public assembly venue feasibility study to evaluate opportunities for a vital, multi-purpose facility that could accommodate performing arts, sporting events, conventions, and other events. In coordination with the city, Visit Bend interviewed consulting firms and selected CSL. The 12-week study is expected to be completed by January, 2026, and will encompass industry background analysis, industry measurements related to planning

considerations, market demand analysis, financial operating and economic impact analysis, and a summary of findings. Flexibility of the venue is a priority.

Everyone is welcome to schedule an interview and voice their opinions, including competing stakeholders. The airport and the city of Redmond are also participating.

A question was asked regarding the plans for the future City Hall expansion. It is not financially feasible to build a campus worth \$2 million in the city center with the land currently available. Over the next six months, staff will be investigating the best use of properties around town.

10. BOARD ROUNDTABLE

Brandon Tyler asked attendees about hotel bookings. Multiple attendees responded that hotel bookings have declined. One attendee noted that summer bookings were extended, but since then, there has been a sharp decline. There has been an increase in last-minute bookings. The shortening booking window affects how marketing is done. Tariffs and other economic issues have impacted discretionary spending.

Brandon Tyler asked about holidays and parties. It was noted that the catering business has become more competitive. Group bookings have increased, and some are booked for 2027. Holiday travel is expected to be good.

El Caporal Westside recently opened at Hotel Peppertree and has attracted a lot of guests, to the point that there was standing room only for several days. Travel is expected for the 2025 Impact Conference, including several guests from Portland.

It was noted that some articles were published regarding an item discussed during a work session, and they are misleading. Revisions have been requested.

Visit Bend's roundtable is scheduled for December 9, 2025, at which the yearly audit will be presented. Anyone who cannot attend should send questions to Jeff Knapp.

11. PUBLIC COMMENT

There were no community comments.

12. NEXT MEETING

The date of the next meeting is January 20, 2026, at 9:00 a.m. at the Element Hotel.

13. ADJOURNMENT

The meeting was adjourned at 10:24 a.m.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Director

Director

Date

Date