Visit Portland / PTDD Board Meeting
September 23, 2026
Minutes

Present: Dave Turin, Casey Oakes, John Schultzel, Michael Erickson, Dave Largen, Pat Finnegan, and Natalie Bogart

Absent: Sam Brown, Sarah Dobbins, Marcin Gorski, Topaz Smith, Matt Nolan

Staff Present: Lynn Tillotson, Amy Tolk, Dave Page

The meeting began at 10:00 am on Zoom. Dave Page presented the KHM FY27 Strategic Marketing Plan that sets the stage for the year. The 133-page presentation is available upon request.

The report covered the following:

- Evolution of agency name from Madden to KHM
- Current industry trends and research
- Target markets & audience
- Creative strategy
- Photography guidelines
- Campaign concept
- Campaign headline bank
- Leisure media strategy
- Creative assets for Boston takeover
- Boston out-of-home strategy
- Winter weekdays campaign
- Lightkeepers/diversity campaign
- Meetings campaign
- Public relations
- Support elements: SEO & GEO, and Web Sprints
- Appendix: Leisure audience profiles
- Appendix: Diversity audience profiles

Meeting concluded at 11 am