

Visit Portland – PTDD Board

Meeting Minutes – July 31, 2025

Attendance

- Present (in person): Matt Nolan, Sam Brown, Michael Erickson, Natalie Bogart, Pam Laskey, Casey Oakes, Topaz Smith
- Remote: John Schultzel, Jeff Lidinsky, Kevin Pagnano, Greg Watson
- Absent: Sarah Dobbins, David Turin
- Staff Present: Dave Page, Lynn Tillotson, Amy Tolk

Board Updates

- The meeting marked the final board meeting for Pam Laskey. The board expressed gratitude for her many years of service.
- Topaz Smith (En-Noble) was unanimously selected and confirmed to join the board following a recommendation by the Nominating Committee.

Budget

- The Finance Committee reviewed the FY25 budgets for Visit Portland and PTDD. Minor adjustments were recommended.
- The board approved the PTDD budget.
- A Marketing Committee was formed (members: Natalie, Sarah, John, Topaz).
- The committee will increase collaboration with Madden Media to keep hotels informed and schedule quarterly public awareness updates.
- The board approved the budget as presented.

Staffing

- Kirstie Archambault, VP of Digital Marketing & PR, will transition from full-time after nine years with Visit Portland. She will continue to manage the website part-time (10 hours/week).
- The organization will seek a Media Coordinator to assume her other responsibilities.

Community Engagement

- Portland International Jetport Expansion: Ribbon cutting held July 30. The \$21.6M project added new boarding bridges, accessible facilities, concourse space, and service features.
- Volunteer Spotlight: The *Portland Press Herald* will feature volunteers at the Visitor Information Center.

Marketing & Research

- Advertising Campaigns: Spring/Summer digital campaigns shifted focus from drive markets to fly markets to boost overnight visitation.
- Public Relations: 63 pieces of national media coverage in May–June reached an audience of 2.8M+. Outlets included *The Knot*, *Yahoo Life*, *Realtor.com*, and *Travel2Next*.
- Brand Research: A resident brand survey (616 respondents) found strong local pride in Portland’s food scene, outdoor spaces, and small-city feel with big-city amenities. While most residents feel safe, concerns were noted about homelessness, drug use, and affordability.
- Next phase: a Visitor Sentiment Study.
- Diversity Marketing: Digital campaigns targeted African American, Asian American, and LGBTQ+ audiences, generating strong engagement and insights into key demographics and markets.

District Business

- Annual Report: FY25 Annual Report completed, distributed to City Council, City Manager, Mayor, and hotel partners. It is available online at tourismdistrict207.com/reports.
- City Council: Renewal of the Portland Tourism District, originally scheduled for June, was moved to August 11, 2025 due to technical delays.

Meeting Adjourned