



MEMORANDUM

Prepared for: Oregon State Senate
Date: October 27, 2021
By: Leslie Porter, Analyst
Re: Legislative Review of Executive Appointments

LPRO: LEGISLATIVE POLICY AND RESEARCH OFFICE

OREGON TOURISM COMMISSION

The Governor has appointed the following individuals to the Oregon Tourism Commission subject to Senate confirmation.¹

Appointees

Dave Penilton of Oregon City; New Appointment
Erin Stephenson of McMinnville; New Appointment
Scott Youngblood of Happy Valley; Reappointment

Term

Penilton: November 19, 2021 – January 3, 2024
Stephenson: November 19, 2021 – January 4, 2024
Youngblood: July 1, 2021 – January 5, 2024

Appointment/Confirmation Authority

[ORS 284.107 \(2019\)](#)

Statement of Economic Interest²

Not required.

Statutory Requirements³

The commission consists of nine members appointed by the Governor and subject to confirmation by the Senate.⁴ In appointing members of the commission, the Governor shall:

- appoint members representing the state's various regions and areas of tourism activity;
- appoint three members drawn from travel agencies, tour operators, private transportation, restaurants, or businesses or organizations engaged in tourism promotion for cities or counties, cultural attractions, historic attractions, ski facilities, or related recreational industries (**PENILTON, PONZI, SHEPPARD**). At least 30 days prior to the expiration of the term of a member appointed under this paragraph, the Tourism Industry Council of Oregon may recommend to the Governor one or more tourism industry representatives for the Governor's consideration in filling the vacancy;

¹ [Or. Const. art. III sect. 4](#), [ORS 171.562 \(2019\)](#), [ORS 171.565 \(2019\)](#).

² [ORS 244.050 \(2019\)](#).

³ [ORS 182.100 \(2019\)](#) for affirmative action policy and [ORS 236.115 \(2019\)](#) for diversity criteria.

⁴ [ORS 284.107 \(2019\)](#).

- appoint at least one member to represent the public at large (**STEPHENSON**);
- appoint five members drawn from the lodging industry including hotels, motels, resorts, bed and breakfast facilities, inns, recreational vehicle parks, campgrounds, and guest ranches (**ANWAY, BOYLES, DINOVO, WILLITIS, YOUNGBLOOD**). At least 30 days prior to the expiration of the term of a member appointed under this paragraph, a statewide organization representing the lodging industry may recommend to the Governor one or more lodging industry representatives for the Governor's consideration in filling the vacancy.

Members serve four-year terms and until a successor is qualified. A member may serve no more than two full terms. The Governor may remove a member for cause. The commission must select one of its members to chair the commission and another member to serve as vice chair, for such terms and with duties and powers necessary to perform the functions of the offices as the commission determines. A majority of the members of the commission constitutes a quorum for the transaction of business.

Duties and Authority

The commission, known as Travel Oregon, works to enhance visitors' experiences by providing information, resources, and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon.⁵ The commission aims to improve Oregonians' quality of life by strengthening the economic impacts of the state's \$12.3 billion tourism industry that employs more than 115,000 Oregonians.

The commission must:⁶

- serve as a body to advise governmental bodies and agencies and private persons on the development and implementation of state policies and programs relating to tourism and recreation, and to assist in the coordination of these activities;
- advise the Governor and direct the executive director of the commission on all matters pertaining to tourism;
- prepare, approve, implement, and periodically revise and submit for review to the Governor, the Director of the Oregon Business Development Department, and tourism industry associations a recommended comprehensive marketing plan designed to: maximize the return on public and private investment in tourism; encourage longer stays by visitors to Oregon; reduce seasonal fluctuations in travel and tourist related industries; encourage visitors to be destination oriented in this state by targeting high-yield visitor segments that may include cultural tourism, agri-tourism, nature-based tourism, or sports and adventure tourism; encourage visitors from foreign countries to come to Oregon; and encourage Oregonians to vacation in Oregon;
- develop a biennial budget for all operations of the commission and submit the budget to the Governor;

⁵ Travel Oregon, *About Travel Oregon*, <https://traveloregon.com/about-travel-oregon/> (last visited August 4, 2020).

⁶ [ORS 284.111 to 284.148 \(2019\)](#).

- seek and receive the views of all levels of government and the private sector with respect to state programs and policies for the promotion and assistance of tourism;
- prepare and adopt administrative rules necessary for the operation of the programs of the commission;
- cooperate with educational institutions of the state in the development of educational programs preparing persons for supporting and leadership positions critical to the development of an economically strong and socially beneficial tourism industry in Oregon;
- cooperate with and provide expertise for communities and tourism marketing associations in the development and promotion of their tourism attractions and businesses;
- adopt personnel policies and contracting and purchasing procedures;
- adopt a biennial budget after a public hearing, follow generally accepted accounting principles, and prepare an annual financial statement for public review;
- administer specified funds and grant programs and make specified financial reports;
- subject to the approval of the Governor, appoint an executive director who serves at the pleasure of the commission; and
- establish and maintain official tourist information centers near the principal entrance points into the state, and at other locations it considers appropriate, to be used to provide information to the public about public accommodations, transportation, commercial services for the traveling public, campgrounds, parks, recreational areas and points of interest.

The commission may:⁷

- make contracts, enter into agreements, and execute all instruments necessary or convenient for carrying out the duties of the commission;
- acquire, own, hold, transfer, encumber, or dispose of property of any kind, or any interest in that property;
- appoint officers, consultants, agents or advisors, and prescribe their duties;
- appear before boards, commissions, departments, or other agencies of municipal or county governments, the state government, or the federal government;
- procure insurance against any losses incurred in connection with property of the commission in the amounts and from the insurers as the commission determines is necessary or desirable;
- accept donations, grants, bequests, or devises, conditional or otherwise, of money, property, services, or other items of value, including any interest or earnings thereon, that may be received from the federal government or any agency of the federal government, any state or municipal government agency, or any institution or person, public or private, to be held, used, or applied for any purpose of the commission, in accordance with the terms of the donation, grant, bequest, or devise;
- organize, conduct, sponsor, cooperate with, or assist the private sector or other state agencies in the conduct of conferences and tours related to Oregon tourism;

⁷ [ORS 284.118 to 284.122 \(2019\)](#).

- provide and pay for advisory services and technical assistance that may be necessary or desirable to carry out the duties and purposes of the commission;
- exercise any other powers necessary or desirable for the operation and functioning of the commission that is consistent with the purposes of the commission;
- charge for products or services provided and receive revenue from any source to be used for the purposes of the commission; and
- accept or provide travel, lodging, meals, entertainment, meetings, and other services from or to public or private entities or persons in order to carry out the duties of the commission.

Executive Appointments Board Roster

Tourism Commission, Oregon

Agency: Travel Oregon
Authorization: ORS 284.107
Members: Min: 9 Max: 9
Term Length: 4 years Limit: 2
Senate confirmation required? Yes

Policy Area: Arts and Culture

Board Contact:
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Current Appointments:

Member Name and Address (Alphabetical)

| | |
|---------------------------------------------------------------------------------------------------|---------------------|
| Don Anway Lodging Term(s): 07-01-2018 - 06-30-2022 07-01-2014 - 06-30-2018 | Position Number: 6 |
| Richard D Boyles Lodging Term(s): 07-01-2019 - 06-30-2023 09-26-2016 - 06-30-2019 | Position Number: 7 |
| Lucinda M DiNovo Lodging Term(s): 07-01-2019 - 06-30-2023 | Position Number: 8 |
| Nigel H Francisco Public Member Term(s): 07-01-2017 - 06-30-2021 07-01-2013 - 06-30-2017 | Position Number: 4 |
| Malissa B Larson Term(s): 06-01-2020 - 07-03-2022 | Position Number: 14 |
| David Penilton Tourism Promotion Term(s): 11-19-2021 - 06-30-2025 | Position Number: 5 |
| Anna Maria Ponzi Tourism Promotion Term(s): 07-01-2018 - 06-30-2022 | Position Number: 2 |
| Mia F Sheppard Tourism Promotion Term(s): 07-01-2019 - 06-30-2023 | Position Number: 1 |

Executive Appointments Board Roster

Tourism Commission, Oregon

Member Name and Address (Alphabetical)

Policy Area: Arts and Culture

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|-------------------------------------------------------------------------------------------------------------------------|--------------------|
| Erin E Stephenson Public Member Term(s): 11-19-2021 - 06-30-2025 | Position Number: 4 |
| Kenji Sugahara Bike Tourism Promoter Term(s): 07-01-2017 - 06-30-2021 09-19-2014 - 06-30-2017 | Position Number: 5 |
| Greg Willitts Lodging Term(s): 07-01-2019 - 06-30-2023 | Position Number: 3 |
| Scott B Youngblood Lodging Term(s): 07-01-2021 - 06-30-2025 07-01-2016 - 06-30-2020 05-22-2015 - 06-30-2016 | Position Number: 9 |