

APPROVED Transient Lodging Tax (TLT) Committee Meeting Minutes

Date: February 3, 2026

Time: 5:02 PM – 5:58 PM

Location: City Hall, Council Chambers

1. Call to Order

Chair Robin Nudd called the meeting to order at 5:02 PM, Roll Call – Present: Robin Nudd, Ryan Duley, Mike Wilson. Absent: Tyler Brown, Alysia Bowers.

2. Review and Approve Minutes

Ryan Duley moves to approve the Minutes of January 6, 2026, seconded by Robin Nudd. Yes: 3, No: 0, motion passes.

3. Hub Collective Update – Bryan and Jennifer from HUB via video presentation

Bryan and Jen made a presentation to the TLT Board regarding progress that the HUB and the subcommittee have made for the development of branding and marketing. That presentation will be available to anyone regarding the update for view. See the Attachment regarding the phases and what has been completed. Phase 1 – Foundation is complete. Phase II – Brand Development is in Progress and Phase III – Strategy – In Progress. Phase IV – Brand Guidelines – To start upon completion of Phase II. Phase V – Website in progress, Other Deliverables – Advertising with Travel Oregon – digital ads on TravelOregon.com for Baker City Downtown and Anthony Lakes, newsletter ads for BCD and Taste of Nordic (January and March newsletters), space in a printed piece at rest areas and travel centers (Things to See and do Guide). HUB also made an information flyer for Quail Ridge for Golf Show as well as for other places. Bryan and Jen requested a vote regarding which stage to go with and need a decision this week.

Motion: Ryan Duley made a motion to accept L-1 for HUB to move forward but wants to send it out via email for Tyler Brown and Alysia Bowers to vote via email; once we get their feedback, and if they are in consensus move forward with L-1.

Second: Mike Wilson.

Yes: 3, No: 0, Motion Passes.

** Sent email out on 2/4/26 and Tyler Brown and Alysia Bowers both voted in favor of the L-1 option. Motion passed unanimously 5/0 vote.

4. Miscellaneous Business

- Oregon Governor's Conference on Tourism March 9-11, 2026, in Portland, Oregon – Confirmed that Kara Miller is registered to attend.

- The Herald Tour Guide – Looking at partnering with BCD on adds – if the TLT Board feels that this is an important to obtain. Discussed purchase options.
 - TLT Revenue update – Secretary of State with Oregon Department of Treasury got back to Barry Murphy and provided input. We have contact emails and phone numbers to reach out and obtain funds for VRBO and Expedia/HomeAway platforms.
 - Update regarding Ethan DeLong/Chamber/Kirk Miller equipment purchase – Kara Miller discussed that she did follow up with Luke Brown and Ethan DeLong regarding the already approved equipment purchase with TLT funds for the main electrical connection for the Miner’s Jubilee park connection. That we have not paid for nor obtained the equipment and will keep it on the radar to get that transaction finalized.
 - Discussion regarding the TLT Events Form – TLT Board agreed to send it out via email to the Board for them to review and provide input before the next meeting.
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6. Next Meeting

The next meeting is scheduled for **March 3, 2026, at 5:00 PM** in City Council Chambers.

7. Adjournment

The meeting adjourned at 5:58 PM.
