

Memorandum

PREPARED FOR: Senate Interim Committee on Rules
and Executive Appointments

DATE: September 12, 2025

BY: Leslie Porter, Legislative 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

New Appointees

Heather Miller of Carlton

Nicholas Pearson of Portland

Terms

October 1, 2025 – June 30, 2029

Appointment/Confirmation Authority

[ORS 284.107 \(2023\)](#)

Statement of Economic Interest²

Not required.

Composition³

The commission consists of nine members:

- three representatives engaged in promoting tourism (HILL, PENILTON, ROE);
- one public member (GREMMELS);
- five representatives of the lodging industry (DINOVO, **MILLER**, PATEL, **PEARSON**, WILLITTS).

Members serve four-year terms and until a successor is qualified, limited to two full terms. The Governor may remove a member for cause. The commission selects its chair and vice chair. A majority constitutes a quorum.

Duties⁴

The commission, known as Travel Oregon, promotes tourism in Oregon and aims to strengthen the economic impacts of the tourism industry. The commission must:

- subject to the approval of the Governor, appoint an executive director;

¹ [Or. Const. art. III sect. 4](#), [ORS 171.562 and 171.565 \(2023\)](#).

² [ORS 244.050 \(2023\)](#).

³ [ORS 284.107 \(2023\)](#); [ORS 182.100 \(2023\)](#) for affirmative action policy; [ORS 236.115 \(2023\)](#) for diversity criteria.

⁴ [ORS 284.111 to 284.148 \(2023\)](#).

- advise the Governor on all matters pertaining to tourism;
- prepare and maintain a comprehensive marketing plan;
- develop and adopt a biennial budget;
- seek and receive input about tourism promotion programs;
- prepare and adopt administrative rules;
- cooperate with educational institutions to support the tourism industry;
- advise local communities with respect to tourism;
- adopt personnel policies and contracting and purchasing procedures;
- administer specified funds and grant programs and make financial reports; and
- maintain tourist information centers.



Tourism Commission, Oregon

Agency: **Travel Oregon**

Authorization: **ORS 284.107**

Min Members: **9** Max Members: **9**

Term Length: **4** Term Limit: **2**

Senate Confirmation Required?: **Yes**

Policy Area: **Transportation & Infrastructure**

Board Admin: **Matthew Finn**

Address:

530 Center Street, Suite 200

Salem, OR 97301

503-967-1568

matthew@traveloregon.com

Current Appointments

Hill, Travis

Term(s): **10/5/2023 - 6/30/2027**

Tourism Industry Rep

Position Number: **1**

Roe, Jenifer

Term(s): **6/1/2024 - 6/30/2026**

Tourism Industry Rep (Tourism Promotion)

Position Number: **2**

Mr Willitts, William "Greg" G

Term(s): **7/1/2023 - 6/30/2027**

Lodging Industry Rep

7/1/2019 - 6/30/2023

Position Number: **5**

Mr Penilton, David

Term(s): **7/1/2025 - 6/30/2029**

Tourism Industry Rep (Tourism Promotion)

11/19/2021 - 6/30/2025

Position Number: **3**

Mr. Gremmels, David L

Term(s): **7/1/2022 - 6/30/2026**

Public Member

Position Number: **4**

Miller, Heather

Term(s): **10/1/2025 - 6/30/2029**

Lodging Industry Rep

Position Number: **6**

Patel, Harish

Term(s): **10/5/2023 - 6/30/2027**

Lodging Industry Rep

Position Number: **7**

Ms DiNovo, Lucinda M

Term(s): **7/1/2023 - 6/30/2027**

Lodging Industry Rep

7/1/2019 - 6/30/2023

Position Number: **8**

Pearson, Nicholas	Term(s):	10/1/2025 - 6/30/2029
Lodging Industry Rep		
Position Number: 9		

Vacant Positions