

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, December 17, 2020
9:00 – 11:00 am

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/89022488836>



VOTING MEMBERS

Brian Everest
Tasting Room Manager,
Vitis Ridge Winery

Darren Harmon
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Beth Price, Chair
Director of Sales &
Marketing, Holiday Inn
Portland South

Brandon Roben
CEO, Oaks Park

Rohit Sharma, Vice Chair
Owner, RR Hotels
Portland LLC

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Samara Phelps, Director

**Washington County
Visitors Association
(WCVA)**
Carolyn McCormick,
President/CEO
Syke Neal-Finnegan,
VP/Marketing &
Communications
(designee)

**Wilsonville Area
Chamber of Commerce**
Kevin Ferrasci O'Malley,
CEO

STAFF

Zoe Monahan,
Assistant to the City
Manager
Mark Ottenad,
Public/Government Affairs
Director

TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC
Bridget Baeth, Principal
Ryan Millard, Associate
Advisor
Genny Boots, Advisor

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| 1. Welcome | 9:00 |
| a. Committee members and guests introductions | |
| 2. Committee Business and Updates | 9:10 |
| b. Committee Vacancy for Recruitment: | |
| • Position #3: Formerly held by Jeff Brown | |
| c. City Transient Lodging Tax (TLT) Revenue update | |
| 3. Jay Ray Updates | 9:20 |
| d. Future Planning* | page 2 |
| e. Q3 & Q4 Program Update* | page 14 |
| f. FY 21-22 Budget Proposal* | page 18 |
| 4. Regional Tourism Updates | 10:00 |
| 5. Tourism Promotion Program & City updates | 10:30 |
| g. Arts, Culture & Heritage Strategy Updates | |
| h. Member Updates | |
| 6. Next Meeting | 10:55 |
| i. Doodle poll for January-February meeting date (s) | |
| 7. Adjourn | 11:00 |

* *Materials in packet*

Due to physical distancing requirements, the meeting is being held online via Zoom.

To submit public comments, please email monahan@ci.wilsonville.or.us by December 15, 2020 at 12:00pm.

Time frames for agenda items are not time certain (items may be considered earlier or later than indicated.)