

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Wednesday, April 27, 2021

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/87057706593>



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
Sylke 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 | 1:00 |
| a. Committee members and guests introductions | |
| 2. Committee Business and Updates | 1:10 |
| a. Approve TPC Meeting Minutes of December 17, 2020 & February 10, 2021* | |
| b. Approve FY 2021-22 1/5-Year Action/Implementation Plan * | |
| c. Committee Vacancy for Recruitment: | |
| • Position #3 (held by Jeff Brown) | |
| • Position #5 as of July 1, 2021(held by Darren Harmon) | |
| • Reappointments Beth Price and Brian Everest | |
| 3. Jay Ray Tourism Promotion Updates | 1:50 |
| d. Annual Report* | |
| e. Q3 Report* | |
| 4. Tourism Promotion Program & City updates | 2:35 |
| f. Regional Tourism updates | |
| g. Member Updates | |
| h. Tourism Lodging Tax Update | |
| 5. Next Meeting | 2:55 |
| i. Doodle poll for a fall meeting date | |
| 6. Adjourn | 3:00 |

* *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 April 26, 2021 at 12:00pm.

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