

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Wednesday, November 10, 2021
1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/86210434804>



VOTING MEMBERS

Brian Everest
Tasting Room Manager,
Vitis Ridge Winery

Jennifer Gage
General Manager,
Abella Italian Kitchen

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Elaine Owen
Owner, Lady Hill Winery

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
Kris Ammerman 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)**
Dave Parulo,
President/CEO
Sylke Neal-Finnegan,
VP/Marketing &
Communications
(designee)

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

STAFF

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

TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC
Bridget Baeth, Principal
Alex Domine, Associate
Advisor
Cara Sjogren, Advisor

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| 1. Welcome | 1:00 |
| a. Committee members and guests introductions | |
| 2. Jay Ray Tourism Promotion Updates | 1:15 |
| b. Geolocation discussion* | |
| c. Highlights | |
| d. Influencer Campaign | |
| 3. Review and Evaluate “Explore Wilsonville” Proposals | 2:00 |
| e. Written Proposal Evaluation Criteria and Scoring * | |
| f. Review of Initial Proposal Evaluation Criteria and Scoring* | |
| g. Discussion of Proposals* | |
| h. Review of Secondary Proposal Evaluation Criteria and Scoring | |
| i. Interview Dates and Format for Finalist(s) Interview(s): <i>Dec. 1 from 1:00- 3:00pm if needed</i> | |
| 4. Next Meeting | 2:55 |
| j. December 1, 2021 | |
| 5. 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 mombert@ci.wilsonville.or.us by November 9, 2021 at 12:00pm.

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