



Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, January 13, 2022

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/86204319712>

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)

Clackamas County**Tourism & Cultural Affairs (TCA)**

Samara Phelps, Director
Jim Austin, Development &
Community Relations Lead
(designee)

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,
Assist. to the City Manager
Mark Ottenad,
Public/Government Affairs
Director

TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC
Bridget Baeth, Principal
Matt Wakefield, Sr. Advisor
Alex Domine, Advisor
Cara Sjogren, Advisor

1. Welcome	1:00
a. Committee members and guests introductions	
2. Committee Business and Updates	1:10
b. Approve TPC Meeting Minutes of November 10, 2021*	
c. Review and Recommend Bylaw Amendment*	
d. Review Draft FY 22/2023 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy *	
3. Jay Ray Tourism Promotion Updates	1:40
e. Highlights*	
f. Geolocation Project	
4. Tourism Promotion Program Updates	2:20
g. Regional Tourism Updates	
h. Member Updates	
5. Next Meeting	2:55
i. April 5, 2022 at 6:00pm	
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 mombert@ci.wilsonville.or.us by January 11, 2022 at 12:00pm.

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