



Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, Nov. 7, 2017 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

VOTING MEMBERS

Jeff Brown, Chair
General Manager,
Holiday Inn Wilsonville

Darren Harmon
General Manager,
Family Fun Center

Al Levit, Vice Chair
Bike Club Coordinator;
Wilsonville Planning
Commissioner

David Stead
General Manager,
Langdon Farms
Golf Club

Emily Bryant Utz
Group/Tourism
Specialist, World of
Speed Museum

ADVISORY / EX-OFFICIO MEMBERS

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

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan, Director
Jim Austin, Community
Relations Lead
(designee)
Samara Phelps,
Development Lead
(designee)
Casey Knopik,
Development Specialist
(designee)

**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

Mark Ottenad,
Public/Government
Affairs Director

- 1. Welcome 1:00**
 - Committee members and guests self-introductions
- 2. Committee Business and Updates 1:10**
 - Approve Prior Meeting Minutes of Sept. 19, 2017 *
 - Open positions for recruitment:
 - Position 7, term ending 6/30/2018
 - Position 2, term ending 6/30/2019
 - New executive director at World of Speed Motorsports Museum
- 3. Travel Oregon Regional Stakeholder Plans 1:20**
 - Willamette Valley Travel Oregon Regional Plan 2017-19 *
 - Travel Oregon regional designation issue for Wilsonville: North Willamette Valley vs. Portland Metro
- 4. Tourism Promotion Draft Marketing Plan - Vertigo Marketing 1:40**
 - Review/Discussion of Draft Tourism Promotion Marketing Plan ■
 - Outline of Objectives
 - Advertising Promotional Campaign
 - Proposed timeline:
 - Dec. 12 committee approval of final plan
 - Jan. 18 or Feb. 5 City Council approval of PSA Addendum for plan
 - March 2018 plan commences

5. Adjourn 3:00

- Next meeting: Tuesday, Dec. 12, 1-3 pm

* material in packet ■ material at meeting