



Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, September 19, 2017 • 12 pm – 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 & Introductions; Lunch Served 12:00**
 - Committee members and guests self-introductions
 - Summer tourism business updates – roundtable reports over lunch
 - Wilsonville updates: New/larger hotel; proposed sports fields

- 2. Committee Business and Updates 12:20**
 - Election of Committee Chair and Vice Chair (required by charter at first meeting of new fiscal year)
 - Approve Prior Meeting Minutes of May 23, 2017 *
 - Open positions for recruitment:
 - Position 7, term ending 6/30/2018
 - Position 2, term ending 6/30/2019
 - Report on Summer Tourism Events Regional Marketing ■
 - Set Next Meeting Date: Late October / Early November

- 3. Wilsonville Tourism Business Plan - Vertigo Marketing 12:40**
 - Review of Draft Tourism Branding Strategy ■
 - Review of Draft Tourism Marketing Plan ■

- 4. Wilsonville Town Center Plan – Planning Div. Staff 2:10**
 - Review of Public Input on Town Center Plan Opportunities ■
 - Tourism Committee Members Suggestions for Town Center

- 5. Adjourn 3:00**

* material in packet ■ material at meeting

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* materials in packet materials at meeting