



Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, May 23, 2017 • 11 am – 1 pm

Arrowhead Creek 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

Elaine Swyt
Principal, Mediaphysics;
Wilsonville Parks &
Recreation Advisory
Board

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)

**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 11:00**
 - Committee members and guests self-introductions
- 2. Committee Business and Updates 11:10**
 - Approve Meeting Minutes of April 27, 2017 *
 - Open positions eligible for re-appointment to three-year term at Monday, June 19, City Council meeting:
 - Position 3, term ending 6/30/2017 (Jeff Brown)
 - Position 4, term ending 6/30/2017 (Al Levit)
 - Recruitment for Position 7, term ending 6/30/2018
 - Summer Tourism Events Marketing/Promotion Plan *
 - Launch of *ExploreWilsonville.com* Tourism Website
- 3. One-Year/Five-Year Action/Implementation Plan FY2017-18 11:30**
 - Updated as discussed at April 27 meeting (mark-up and clean versions *)
 - Present for City Council Adoption on Monday, June 19
- 4. Scope of Work Discussion with Vertigo Marketing, intended Tourism Development & Operations Coordinator Consultant 11:45**
 - Vertigo Marketing Principals Lynnette Braillard and Trev Naranche *
 - Proposed timeline:
 - May – June: Contract finalize and execute
 - July 1 – Sept. 30: Implement accounting procedures; Develop specific marketing plan and studies timeline plan
 - October: Present/approve plan; Implement contract addendum
- 5. Next Meeting 12:50**
 - Suggest 10 am – 12 pm on one of the following during last week of June: Tue 6/27; Wed 6/28; or Thur 6/29

* material in this packet

Wilsonville Tourism Promotion Committee