

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, May 23, 2017 • 11 am – 1 pm

Arrowhead Creek Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members — attending: Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; David Stead; Elaine Swyt; Emily Bryant Utz.

Ex-officio members, staff and guests attending: Danny Abrego; Lynnette Braillard; Kevin Ferrasci O'Malley; Charlotte Lehan, City Councilor; Mike McCarty; Trev Naranche; Sylke Neal-Finnegan; Mark Ottenad; Samara Phelps; Brian Stevenson.

2. Committee Business/Updates

Approve Meeting Minutes of Prior Meeting: Committee members reviewed the meeting minutes of April 27, 2017, and noted a correction to page 3 to indicate the date of May 23 under item 6, Next Meeting. Elaine Swyt moved and Darren Harmon seconded to adopt the meeting minutes as amended. Minutes approved unanimously.

Open positions eligible for re-appointment to three-year term: Mark Ottenad indicated that two committee positions had terms ending June 30, 2017: Position 3, term ending 6/30/2017 (Jeff Brown); Position 4, term ending 6/30/2017 (Al Levit). The City advertised committee openings; Jeff Brown and Al Levit re-applied to serve full, regular three-year terms ending June 30, 2020; Council reappointment is scheduled for June 19, 2017.

Recruitment for vacant position on committee: Mark Ottenad noted that Position 7 with a term ending 6/30/2018 that is eligible for reappointment to a three-year term is still vacant. Jeff Brown reported that was meeting with catering sales manager of McMenamins Old Church & Pub.

Summer Tourism Events Marketing/Promotion Plan: Mark Ottenad reviewed planned regional advertising in support of community tourism events that encourage visitors to take-in other Wilsonville-area attractions while visiting and to linger longer. The ad campaign runs June to August in both print and online editions of Pamplin Media's Portland Tribune and a dozen community newspapers special sections and run-of-press. Mark Ottenad noted that the advertising campaign implemented a prior recommendation of the Committee to provide tourism promotional marketing support for community tourism events that the City is underwriting through tourism grant funds. Suggestion to add QR codes on print ads that link to tourism website.

Launch of ExploreWilsonville.com Tourism Website: As part of the regional marketing/promotion plan, ads call out or link to the new tourism website that has been under development for the past year as part of the Marketing Subcommittee's work for tourism promotion and marketing. Elaine Swyt donated considerable time to design and build the website, and the City is reimbursing out-of-pocket expenses for website hosting, domain registration, etc. The committee has indicated that the prospective Tourism Development and Operations Consultant contractor will oversee all components of the FY 17/18 tourism promotion plan, and may decide or not to decide to utilize for the long-term the website, depending on the consultant's professional recommendation.

In reviewing the beta version of ExploreWilsonville.com, committee members noted a few items:

- Add Champoeg State Heritage Area/Park to camping locations.
- Add Tualatin Valley National Wildlife Refuge to attractions listing.

- Note Oregon's sale tax-free shopping.
- Change "Washington County Visitors Association" to "Tualatin Valley."
- Add shopping centers such as Old Town Square, Town Center, Argyle Plaza, Bridgeport Village and Woodburn Premium Outlets to attractions.
- Add links to other City websites: Park & Recreation, Library and SMART
- Neighborhoods section: change real-estate agents to a link to a free commercial directory.
- Remove the 'share photos' function.
- Modify/update the disclaimer/terms-of-use page.
- Add OSU NWREC ag-extension community events to events list.

3. One-Year/Five-Year Action/Implementation Plan FY2017/18

Mark Ottenad presented an updated draft-2 of the Plan as discussed at April 27 meeting, showing both a mark-up and clean versions of the Plan. He noted that the Plan was scheduled for City Council adoption on Monday, June 19. Committee members noted a few minor edits for incorporation the One-Year/Five-Year Action/Implementation Plan FY2017/18 ("Plan"), including:

- Move-up bullet items in Section F, Year 2 and 3 on page 4, pertaining to the website to the year prior.
- Add content pertaining to development of a tourism branding strategy—the core of a marketing plan—to Year 1 on page 4, Section F.
- Add an entire new section to Section G, Sub-set 2, Online / Marketing, as a new item 2.1, Tourism Branding Strategy with new content; renumber subsequent bullets.
- Modify Section G, Sub-set 3, Study Efforts for City to Advance Tourism Development, Item 3.2, Feasibility Study, from "multi-purpose playing fields" to "multi-purpose athletic facility" to reflect a wider potential set of uses for the facility.

Chair Brown moved and Vice Chair Levit moved to approve the Plan as amended for recommendation of adoption to the City Council; motion approved unanimously.

4. Scope of Work Discussion with Vertigo Marketing, intended Tourism Development & Operations Coordinator Consultant

Mark Ottenad noted that the current Staff thinking was for the initial contract with Vertigo Marketing to be an over-arching, master contract for tourism development and operations coordination, as per the RFP. Vertigo Marketing would then develop an amendment to the contract that would itemize the specific marketing promotion deliverables (e.g., advertising, printed matter, online and social media promotion, etc.) to cover either the remainder of the fiscal year or an approximate year-long period. This method is the model used by the City of Port Angeles, WA, that staff found to be a logical format that is easy to understand. Committee members agreed with using this approach.

Lynnette Braillard and Trev Naranche of Vertigo Marketing discussed that development of a tourism branding strategy was crucial as a first step in developing the specifics of a marketing plan. The branding strategy should provide a consistent design look and feel for print and online promotions, and help to guide the use of advertising. Committee members agreed with the recommendation that the tourism branding strategy advocated and should be incorporated in the Plan update for the next fiscal year.

Committee members discussed a timeline for implementation of the contract for tourism development and operations, with July through September being a time for consultants to gain greater familiarity with Wilsonville area and tourism assets and develop a more detailed business and

marketing plan. Consultant team would seek to confer with committee in August/September timeframe, with October being target for committee acceptance of Vertigo recommendation on how to proceed with the contract amendment detailing promotional deliverables noted above.

Lynnette Braillard and Trev Naranche brought a number of items forward for clarification for the scope of the contract. Issues for discussion included:

- **Frequency of meeting with committee:** discussion of attending meetings every other month or as held by the committee. Members agreed that telephonic participation could work for meeting attendance every other month. [NOTE: Vertigo Marketing proposal noted on page 6, “Travel Expenses: The work plan, hours and fees listed above include Consultant being in Wilsonville 1 business day each month. If Consultant is required to be in Wilsonville [sic] more than 1 day per month, each additional trip will require reimbursements for mileage, lodging and meals at Oregon State Per Diem Rate.]
- **Meeting agendas and minutes:** Lynnette Braillard and Trev Naranche indicated a preference for coordinating meeting agendas with committee chairs and City staff, and to have City staff record and produce meeting minutes. Committee members and staff agreed on this issue.
- **Promotional advertising invoicing:** Lynnette Braillard and Trev Naranche indicated a preference to invoice City for a collection of marketing and promotional advertising products on a schedule of ad/marketing production. City staff indicated that aggregating various ad expenditures within a set unit of time for one invoice could work fine.
- **Studies to advance tourism:** Lynnette Braillard and Trev Naranche and City staff indicated that the studies would need to be spaced out or segmented over time.
 - Suggestion that the visitor profile study could start in Fall 2017 by developing specific proposal and contacting potential contractors with study being conducted in Winter 2017 (shoulder season) and Summer 2018. Committee members thought that the proposed schedule made sense.
 - Regarding the feasibility study for year-round/indoor athletic facility, City staff indicated that the current Parks Master Plan and expanded Boones Ferry Park master plan efforts will take considerable time. Mark Ottenad noted that the proposed feasibility plan could very well be as in-depth a study as was done for the proposed aquatic recreation facility that included a detailed market survey and operations plan. Mike McCarty and Brian Stevenson suggested that this study could begin after completion of the parks master plans in early 2018 and with the qualification and interviews of potential contractors starting in early 2018.

5. Next Meeting

Committee members discussed launching the ExploreWilsonville.com website and finalizing the contract with Vertigo would run during May and June, and July through August as time for Vertigo Marketing to research more about Wilsonville. Therefore, the next committee could occur in the mid/late August through mid/late September timeframe. Mark Ottenad to send out a Doodle Poll to members with a selection of potential dates for the next meeting.

Respectfully submitted by Mark Ottenad on June 26, 2017.