

Wilsonville Tourism Promotion Committee

MEETING MINUTES

December 1, 2016

Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; David Stead.

Voting member absent: Elaine Swyt.

Ex-officio members, staff and guests attending: City Councilor Charlotte Lehan; Danny Abrego; Jim Austin, CCTCA; Kevin Ferrasci O'Malley, Wilsonville Chamber; Sylke Neal-Finnegan, WCVA; Mark Ottenad; Brian Stevenson.

2. Committee Business

Recruitment for Resignation of Committee Members: Mark Ottenad reported that two committee members resigned since the prior meeting: Karla Tovar, Position #7, with a term ending 6/30/18; and Kathleen Mason, Position #1, with a term ending 6/30/19. He reported that he understood that Karla Tovar had suddenly resigned from World of Speed and that Kathleen Mason had gained new additional duties to include acting as development director for Old Aurora Colony Museum that prevented her participation.

Members discussed a number of potential businesses that could be contacted. Councilor Lehan noted that having representation from French Prairie south of the Willamette River could be beneficial, given the region as a tourism marketing target. Some suggested names include Woodburn Premium Outlets, McMenamins Old Church, Powerland Antique Museum, Al's Garden Center, Fir Point Farms, World of Speed Museum, St Josef's Winery, Clackamas County Fair, Bridgeport Village and The Grand Hotel in Tualatin.

Approve Meeting Notes of Prior Meeting: Committee members reviewed the meeting notes of Oct. 27, 2016. Al Levit moved and Jeff Brown seconded to adopt the meeting minutes as presented. Minutes approved unanimously.

2017 Committee meeting date change request for City Community Tourism Grant Program applications review and award: City staff noted a schedule conflict and requested that the grant review/award date be changed from Thur, Feb 23, to Wed, Feb 22, 6:00 p.m., 2017. Members discussed that this date change would work for their schedules. Mark Ottenad indicated that he would send out a Doodle poll for potential 2017 meeting dates.

Brian Stevenson distributed two handouts pertaining to the tourism grant programs: a history of the City tourism grant program applicants and awards and information about the Clackamas County Community Partnership program (see attachments to these minutes).

Jim Austin noted that the County was moving to standardize the County grant program across all communities served, including using an online application form.

Updates: Mark Ottenad reported that Brian Stevenson would be filling the now vacant position of Community Services Manager, in addition to his duties as Recreation Coordinator, during the recruitment process for the manager position. He also noted that recruitment continues for the Parks & Recreation Director position.

Mark Ottenad reported that the City can move forward with securing a minimum of three bids for a professional visitor profile study, which would take about one year and cost approximately \$40,000

to \$50,000. He also distributed excerpts from the WCVA visitor profile study conducted over a seven-month period in 2012 that cost \$33,000.

3. Tourism Program Consulting RFP

Draft-3 of Request for Proposals (RFP) for Tourism Development & Operations Coordinator Consultant: Committee members reviewed a revised draft Request for Proposal (RFP) for Tourism Development & Operations Coordinator Consultant. Mark Ottenad noted that the City Attorney was quite firm that a position description title that includes “manager” or “director” was inappropriate since it connotes that the person is an employee. Several changes were made to the draft RFP to clarify that the position is not an employee and rather that of a consultant, including not noting the percent of time to be dedicated to certain projects or tasks that would imply employer control.

Members discussed the RFP title and suggested changing “consultant” to “services,” in part to reflect if an agency or consultancy were to bid on the RFP rather than a sole-proprietor consultant.

Members discussed a few additional modifications, including:

- Add a note about developing on-going tourism programs.
- Add quarterly reporting to and setting priorities in consultation with the committee.
- Modify outline style sections 1A,B,C to use lower-case a,b,c; upper-case used as a major section outline style already.

4. Tourism Website

Draft City Contract Scope and Rates Exhibits for Chamber of Commerce Tourism Website hosting and management: Members reviewed a revised draft City response composed of a Scope and Rates exhibit for a professional services agreement for the Chamber’s tourism website proposal dated September 26, 2016. Mark Ottenad noted that City contracts for under \$25,000 per year allow the City to do a sole-source contract with the Chamber for the tourism website that could accommodate the \$1,000/month hosting/management fee plus an annual \$4,000 of site-related hosting and other fees.

Members discussed thoroughly the Chamber’s request for seeking to leverage public funds for a tourism website by locating matching private-sector funds through advertising, sponsorships and other avenues that could be used to improve the website’s appearance and functionality. Kevin Ferrasci O’Malley indicated that the actual cost of website management, content expansion and adding new functionality could easily surpass the \$1,000 proposed monthly maintenance and management fee. He noted that the Chamber would be willing to make the “books” for the tourism website revenues and expenses open to the City.

5. New Business

Jim Austin reported on the Clackamas County Tourism community conversations on strategic priorities for 2017-2021 that is set for Wilsonville on Wed., Dec 14; 3:30-5:30 pm, at World of Speed

6. Next Steps

Members discussed finalizing the draft RFP and website contract in order to get to a draft itemized budget; and contacting Visitor Profile Study consultants for bids. Mark Ottenad indicated that he would get out a Doodle poll of potential 2017 meeting dates. Members decided to cancel the tentative Committee meeting set for Thur, Dec. 8.