

Wilsonville Tourism Promotion Committee

MEETING NOTES

October 27, 2016

Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Al Levit, Vice Chair; David Stead; Elaine Swyt; Karla Tovar. **Voting members absent:** Darren Harmon; Kathleen Mason.

Ex-officio members, staff and guests attending: Danny Abrego; Sylke Neal-Finnegan; Mark Ottenad; Samara Phelps; Brian Stevenson.

2. Committee Business

Committee membership update: Mark Ottenad reported that on Oct. 17 Mayor Knapp appointed with City Council confirmation Karla Tovar to fill the remaining term of Position #7.

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

2017 Committee meetings schedule: Committee members discussed potential meeting dates in 2017. Mark Ottenad inquired if a regular meeting day/time would be desirable from the committee members' perspective. Members discussed that setting a regular day of the month for meetings could be beneficial, and suggested possibly the last Thursday of the month.

Al Levit noted that Thursdays in Q1 2017 would not work for his schedule. Elaine Swyt indicated that she would be unavailable between March 10 and mid-April 2017.

Committee members discussed the option of meeting on a year-round basis, every month, rather than 'taking off' the summer, since the committee was about business that has to occur year-round.

Tourism Grants Programs 2017 Review/Award Schedule: Brian Stevenson asked if the traditional tourism grants-review/award dates of the last week of February or first week of March 2017 in the late afternoon would work. Committee members indicated that these dates were preferable:

- Thur, Feb. 23, 6 pm: City "Community Tourism Grants Program" review and award
- Thur, March 2, 6 pm: Clackamas County Tourism / City "Community Partnership Tourism Grants Program" review and award

Updates: Mark Ottenad reported that he was researching firms that provide event surveying services; he discussed initial research findings for a professional visitor profile study, which would take about one year and cost approximately \$40,000 to \$50,000; and he reported that the French Prairie Bridge project for a bike/ped/emergency-services bridge over the Willamette River was commencing.

Sylke Neal-Finnegan noted that WCVA had conducted visitor profile studies, and that she would forward. She noted that the findings stayed somewhat consistent over time.

3. Tourism Program Staffing

Draft Request for Proposals (RFP) for Tourism Promotion Coordinator: Committee members reviewed a draft Request for Proposal (RFP) for tourism development and promotional services. Mark Ottenad noted that the RFP was modeled in part on prior City RFPs and a City of Grants Pass RFP for tourism services, and incorporated the specific position description points crafted by Jeff Brown and Darren Harmon during the summer for a tourism position.

Members also discussed the pros and cons of employee position versus contracted position, noting that an employee could have greater contact with City employees to keep tourism in a top-of-mind position and that a contractor could be in a more entrepreneurial position.

Members agreed that a contractor who understood how Oregon tourism works and has in-state networks would be most beneficial, as would an understanding of how a City DMO would work with a County DMO and Travel Oregon.

Al Levit suggested the creativity could be a criteria, since much of the actual Visit Wilsonville DMO operation needs to be created and strategies to advance tourism here will need to be creative.

Members discussed that the contractor should be online-marketing and Web-savvy, but would not need to be technical, since the website design work is being contracted separately. In this light, the RFP should add a component regarding social-media engagement and directing content to be developed for marketing

Members discussed using a term like 'manager' rather than 'coordinator,' in order to indicate a higher-level position.

Mark Ottenad said that he would relay the Word version of the draft RFP to members for edit suggestions that would be due back in two weeks on Nov. 14.

4. Tourism Website:

Draft City response to Chamber of Commerce proposal for tourism website hosting and management: Members review a draft City response to Chamber's tourism website proposal dated September 26, 2016, which sought to clarify a few items for the scope of work and rate structure that could be incorporated into a professional services agreement.

Members discussed that the website proposal and contract would specifically not include online social-media operations or marketing, which would reside with the tourism contractor.

Members discussed the need for legal disclaimers for content and calendar of events listings.

5. New Business

Samara Phelps 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, Location TBD.

6. Next Steps

Members discussed reviewing a revised draft RFP at the next meeting on Dec. 1.