

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Thursday, April 12, 2018 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall



### VOTING MEMBERS

**Jeff Brown, Chair**  
General Manager,  
Holiday Inn Wilsonville

**Darren Harmon,**  
**Vice Chair**  
General Manager,  
Family Fun Center

**Al Levit**  
Former Commissioner,  
City of Wilsonville  
Planning Commission

**Dave Pearson**  
Executive Director,  
World of Speed  
Motorsports Museum

**Brandon Roben**  
CEO, Oaks Park

**David Stead**  
General Manager,  
Langdon Farms Golf  
Club

### ADVISORY / EX-OFFICIO MEMBERS

**City of Wilsonville**  
City Councilor Charlotte  
Lehan, Council Liaison  
Michael McCarty, Parks &  
Recreation Director  
Brian Stevenson, Parks &  
Recreation Program  
Manager (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

### OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC  
Lynnette Braillard  
and Trev Naranche,  
Principals

- 1. Welcome** **10:00**
  - a. Committee members and guests self-introductions
- 2. Committee Business and Updates** **10:10**
  - b. Approve Prior Meeting Minutes of Feb. 12 and March 15, 2018 \* *p. 3*
  - c. Brandon Roben: New CEO for Oaks Amusement Park \* *p. 6*
  - d. Terms expiring 6/30/2018; positions for reappointment/recruitment:
    - Position # 5 Darren Harmon; #6 David Stead; #7 Vacant
  - e. City projects advancing:
    - FY17/18 & 18/19 Tourism Promotion Marketing Plan: \$200,000
    - Visitor Profile Study: \$60,000
    - Visitor Wayfinding/Directional-Signage Project: \$125,000
- 3. March Tourism Program Grant Reviews & Awards** **10:30**
  - f. Committee members review of process; suggestions
    - List of \$44,000 in awards on next page \* *p. 2*
- 4. Vertigo Marketing Report ■** **10:40**
  - g. STAR Benchmarking issues for review; decision \* *p. 7*
    - Comparable destinations to Wilsonville
  - h. Benchmark tourism metrics to establish baseline for future Quarterly Reports (latest and historical lodging/occupancy reports)
  - i. Social media grant match awarded with Mt. Hood Territory
  - j. Marketing Updates: event promotions, social media, print ads
  - k. Present ExploreWilsonville.com Redesign Mock-Up(s)
    - website discussion including listing database
  - l. Pocket Trips: Final 12 recommendations for visitor guide and website
  - m. Print Ads: Pocket Trips chosen for next print ad due (May)
- 5. Annual Update of Tourism Business Plan** **11:40**
  - n. Review of Draft FY18/19 1/5-Year Action/Implementation Plan\* *separate*
- 6. Adjourn** **12:00**
  - o. Report from Steve Van Wechel on 'Salmon Cycling Classic'
  - p. Date of next meeting: Thur, May 31, 10 am – 12 pm

\* materials in packet or online    ■ materials at meeting

## Wilsonville Tourism Promotion Committee

### **Tourism Committee awards \$44,000 in tourism grants on March 15:**

#### **City of Wilsonville Community Tourism Awards (\$25,000):**

- Wilsonville Celebration Days: \$7,000 to produce the 17<sup>th</sup> annual Aug. 5 Fun in the Park event.
- Brews for Community: \$5,000 to produce the Aug. 12 Wilsonville Brewfest summer event showcasing Oregon breweries.
- Wilsonville Arts & Cultural Council: \$5,000 for hosting the June 3-4 Wilsonville Festival of the Arts.
- Wilsonville Kiwanis: \$4,000 to produce the Aug. 25 Kiwanis Kids Fun Run.
- Rotary Club of Wilsonville: \$4,000 to produce the annual, four-show Wilsonville Rotary Summer Concert Series.

#### **Clackamas County Tourism Community Partnership Awards (\$19,000):**

- World of Speed Motorsports Museum: \$10,000 towards out-of-area marketing efforts to promote this summer's exhibit, "Porsche 911—55 Years of Driving Greatness."
- Wilsonville Celebration Days: \$5,000 to increase out-of-area marketing efforts for the annual Fun in the Park festival, including radio, magazine and newspaper ads.
- Willamette Falls Heritage Coalition: \$4,000 for new marketing materials highlighting the Willamette Falls Heritage Area, including attractions, activities, events and services.

### **UPCOMING EVENTS OF NOTE**

#### **Oregon Tourism Listening Session, Portland**

**April 13, 9 am-12 pm: PORTLAND REGION**

Portland - Oregon Zoo, Skyline Room, 4001 Southwest Canyon Road, 97221

Travel Oregon, in partnership with Oregon's seven regional destination management organizations (RDMOs), is hosting 10 Oregon Tourism listening sessions across the state this spring. Listening sessions' findings help shape the future of tourism in Oregon through Travel Oregon's statewide strategic plan, as well as each of the RDMOs' regional plans.

Sessions are 3 hours; food and beverages provided. Registration is requested:

<https://docs.google.com/forms/d/e/1FAIpQLSdabM8YQ9kyeBLA1J9LXCnmm9GMVFla9NI685wYmN7r4uhMHw/viewform>

#### **2018 Oregon Governor's Conference on Tourism, Bend**

**April 29 - May 1, 2018**

Riverhouse on the Deschutes in Bend.

Info: [www.OregonTourismConference.com](http://www.OregonTourismConference.com).

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#### **Vertigo Marketing Contact Info - [www.VertigoMarketing.com](http://www.VertigoMarketing.com)**

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