

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

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

Willamette River Room, Wilsonville City Hall

### 1. Call to Order; Welcome & Introductions

**a. Voting members attending:** Darren Harmon, Vice Chair; Al Levit; Dave Pearson and Brandon Roben; Jeff Brown, Chair, and David Stead excused.

**Ex-officio members, staff, consultants and guests attending:** Erica Behler; Lynnette Brillard; Mike McCarty; Kevin Ferrasci O'Malley; Samara Phelps; Sylke Neal-Finnegan; Mark Ottenad; Brian Stevenson; Steve Van Wechel; and Trev Naranche via conference call.

### 2. Committee Business and Updates

**b. Approve Meeting Minutes of Prior Meetings:** Committee members reviewed the draft meeting minutes of Feb. 12 and March 15, 2018. Dave Pearson moved and Brandon Roben seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

**c. Announcement:** Brandon Roben has been named new CEO for Oaks Amusement Park.

**d. Terms expiring 6/30/2018;** Mark Ottenad noted that the following positions are open for reappointment/recruitment: Position # 5 Darren Harmon; #6 David Stead; #7 Vacant. Both Darren Harmon and David Stead have indicated a desire to serve another three-year term.

**e. City projects advancing:** Mark Ottenad reported that the FY17/18 & 18/19 Tourism Promotion Marketing Plan in the amount of \$200,000 was approved by Council. The City is also advancing the Visitor Profile Study in the amount of \$60,000 using committee-recommended tourism funds and the Visitor Wayfinding/Directional-Signage Project in the amount of \$125,000, which is being funded through Community Development Fund.

### 3. March 15 Tourism Grant Reviews & Awards

**f. Committee members review of process:** Committee members discussed the City Community Tourism Grant Program and Clackamas County Community Partnership Grant Program grant review and award process.

Committee members agreed that Brian Stevenson made the process relatively straight-forward and easy to do. Members suggested that a new stipulation starting for 2019 award round would be to require grant recipients to include the Explore Wilsonville logo and website link, along with text indicating sponsorship by the City of Wilsonville.

### 4. Vertigo Marketing Report

**g. STR Benchmarking issues:** Mark Ottenad directed committee members' attention to the packet STR report and a memo on STR reports by Trev Naranche. The STR report showed the participating hotels within a 25-mile radius of Wilsonville.

Trev Naranche said the goal is to identify a community that is similar to Wilsonville that could be used as a comparable to evaluate changes over time in lodging rates and occupancy. A comparable could also be for a city in an adjacent state. Committee members discussed both

local-area and out-of-state communities, including Lynwood, WA, which is a suburban community on I-5 outside of Seattle.

Members discussed a number of other cities/areas that had previously been suggested as comparables:

- Gresham and Vancouver are too large and close to Portland as a comparable
- Hillsboro is too large and not on interstate
- Tigard is too large and too close; Tualatin too close and has no STR hotels
- Medford is a large city in the middle of ‘nowhere’
- Troutdale is well positioned as a STR comparable the committee decided:
  - Total population of Troutdale area that includes Fairview and Wood Village is similar to Wilsonville area.
  - Troutdale is located along interstate highway on edge of Portland metro area, like Wilsonville.
  - Troutdale-area has a major industrial and corporate business presence like Wilsonville.
  - Area has a major shopping outlet, similar to Wilsonville’s nearby Woodburn Premium Outlets.
  - Troutdale has a similar number of STR hotels and room-counts as Wilsonville.

**h. Benchmark tourism metrics to establish baseline for future:** Lynnette Braillard discussed that she would work with City and tourism partners to obtain TLT information to see how Wilsonville compares to remainder of each county. She indicated that the target would be to produce quarterly reports on TLT and other metrics.

**i. Social media grant match awarded with Mt. Hood Territory:** Lynnette Braillard said that Vertigo Marketing / Explore Wilsonville had been awarded a \$250 grant for social media promotion from Mt. Hood Territory that will be used to promote Wilsonville attractions. Proposed ads include the World of Speed Museum, Farmlandia Farm Loop, and other attractions geotargeted and psychographically targeted to potential visitors who live more than 50 miles away, as well as those traveling through the Portland and Salem metro areas. .

**j. Marketing Updates:** Lynnette Braillard said that various marketing collateral items are being produced now.

**k. Present ExploreWilsonville.com Redesign Mock-Up(s):** Lynnette Braillard reported that the ExploreWilsonville.com re-design would be ready for committee to review in late April or early May. She indicated that Vertigo Marketing was developing content for attractions and hospitality businesses in the region; she noted that links to Chamber of Commerce website would be included on the new site.

**l. Pocket Trips:** Lynnette Braillard reviewed with the committee a set of 12 themed recommendations for visitor guide and website. While committee members noted additional attractions and business listings, members also expressed concern that there too many options listed. Samara Phelps indicated a preference to focus on key items for a trip in order to make manageable for the visitor; she noted that the Visitor Profile Study may help us to refine the pocket trips in the future to more closely match know visitor interests.

During committee review of the “Pocket Trip Ideas” draft 1, members made a few notations:

1. Eating & drinking

300+ Wineries: consider adding tasting-tour companies

3. Shoppers delight

Made in Portland: consider adding Downtown Oregon City

5. History & Heritage

History Hunter: consider adding Newell House Pioneer Village and Tualatin Heritage; also, History Pub talks at McMenamins Old Church & Pub.

Museums: consider adding Museum of the Oregon Territory and the End of the Oregon Trail Interpretative Center in Oregon City; World Forestry Center in Portland.

6. Indoor

Skate: remove Family Fun Center and Clackamas Town Center

Items to consider adding:

Bowling at Wilsonville Lanes

Sports — Baseball: Hillsboro Hops, Salem-Keizer Volcanoes; Soccer: Timbers

7. Outdoor

Golf: consider adding Disc Golf courses at Memorial Park and Champoeg State Heritage Area

Hiking: consider calling out Graham Oaks Nature Park, adding Champoeg State Heritage Area, Magness Memorial Tree Farm

Willamette River: consider adding Roger's Landing Park in Newberg, boat launch at Butteville, adding Brown's Ferry Park on the Tualatin River

Wildlife viewing: consider adding Tualatin River National Wildlife Refuge and Jackson Bottom Wetlands Preserve

Animal lovers: consider adding Fido's Taphouse

Mt Hood: consider adding Mt Hood Adventure Park

8. Art & Music

Self-guided art tour publication is now out of date

Other items to consider adding the Lake Oswego and Oregon City Festivals of the Arts

9. Equestrian

Possibly change name

Add all of the Country Classic horse shows, St. Paul Rodeo and Molalla Buckeroo

10. Luxury traveler

Possibly change name

Lynnette Braillard noted that incentives would be needed for the visitor survey to encourage participation. She asked committee members and Kevin Ferrasci O'Malley for potential give-away coupons; she reported that Vertigo Marketing had commissioned production of a clothing patch with a heart shape in an outline of Oregon.

**m. Print Ads:** Lynnette Braillard indicated that the final set of Pocket Trips had to be selected for next print ad due that is due in May.

**n. Visitor Profile Survey:** Lynnette Braillard noted that incentives would be needed for the visitor survey to encourage participation. She asked committee members and Kevin Ferrasci O'Malley for discounts and deals from local Wilsonville businesses to include on a coupon sheet that would be handed out to those who complete the survey; she reported that Vertigo Marketing had commissioned production of a stitched fabric patch that can be used as a sticker or sewn on. The patch will feature an outline of the state of Oregon and have a heart where Wilsonville is. The sticker/patch will be attached to a 4"x4" printed card branded with ExploreWilsonville.com.

Committee members reviewed various specific potential sites for visitor intercept surveys:

- McMenamins / History Pub is *last* Tuesday 6:30pm

Members agreed that the following events were worthy to consider: Wilsonville Festival of the Arts; Any/all of the Country Classic Horse Shows; St. Paul Rodeo, all of the sports tournaments held in Memorial Park, Add Holiday Inn to list

## 5. Annual Update of Tourism Business Plan

**o.** Mark Ottenad reviewed components of the Draft FY18/19 1/5-Year Action/Implementation Plan required by City Council of the Tourism Promotion Committee for the expenditure of funds under the tourism promotion program. He requested that committee members take some time to review the draft plan—especially sections E and F—that pretty much carries forward most of the components of the current Plan that are now underway. He indicated that he sought for the committee to approve a final plan at the May 31 meeting for recommendation of adoption by the Council in July.

## 6. Adjourn

**p.** Steve Van Wechel, president of the Boones Ferry-Wilsonville Historical Society and a tourism promoter, reported on his efforts to organize the first local area “fondo” bike ride in the Wilsonville countryside as the ‘Salmon Cycling Classic’.

The meeting ended at 12:15 pm; Vice Chair Harmon noted that the next meeting of the Tourism Promotion Committee is scheduled for Thur, May 31, 10 am – 12 pm, at City Hall.

Respectfully submitted by Mark Ottenad on April 19, 2018.