

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, Feb. 13, 2018 • 1 – 3 pm
Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

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

Ex-officio members, staff, consultants and guests attending: Erica Behler; Lynnette Brailard; Mike McCarty; Trev Naranche; Sylke Neal-Finnegan; and Mark Ottenad.

2. Committee Business and Updates

Approve Meeting Minutes of Prior Meeting: Committee members reviewed the draft meeting minutes of Jan. 30, 2018. Al Levit moved and Jeff Brown seconded the motion to adopt the meeting minutes as presented. Motion approving minutes passed unanimously.

Recruitment for vacant positions on committee: Mark Ottenad said that the committee has one vacancy for position 7 with a term ending 6/30/2018 that would be subject to immediate reappointment.

FY17/18 & 18/19 Tourism Promotion Marketing Plan: Mark Ottenad reported that the adoption by the City Council of FY17/18 & 18/19 Tourism Promotion Marketing Plan was scheduled for Feb. 22.

Committee members discussed the STAR Benchmarking Reports offered by lodging-industry data-analytics firm STR that are a component of the Marketing Plan.

Members suggested that the Committee work with Vertigo Marketing to tee-up a discussion and decision for selecting potential comparables to Wilsonville. Committee members discussed specific criteria that could be used for comparing performance of local hotels to those in the comparable locations. Metrics, such as occupancy and revenue per available room (REVPAR) reported by lodging properties in various markets provide for a comparison to how Wilsonville is doing.

Members discussed a number of potential criteria for comparison to the Wilsonville market:

- Small/medium size city/area along I-5 or other major transportation corridor such as I-205, I-84 and Hwy 97.
- City/area with a larger-than-normal corporate presence and larger number of hotel/motel rooms given the city's population size.
- City/area *not* located in a tourism destination market, such as the Coast.

Members then considered a number of cities/areas that might work as comparables:

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|-------------|-------------|-------------|
| • Vancouver | • Hillsboro | • Clackamas |
| • Troutdale | • Tigard | • Albany |
| • Gresham | • Tualatin | • Medford |

Mark Ottenad offered to research and provide some comparable data on the various cities/markets for comparison. Committee members suggested population counts, US/Interstate

highway proximity, corporate/business market community, and number of motels/hotels and number of rooms.

Town Center Plan Draft Community Design Concept: Mark Ottenad noted that the public survey was open until Feb. 19. Committee members reported receiving an email to participate in the survey.

Proposed Oregon State Legislation HB 4120, re TLT: Mark Ottenad reported that the City, along with League of Oregon Cities and Oregon Restaurant and Lodging Assn., supported proposed legislation to extend transient lodging tax collection and remittance by online intermediaries.

3. March 15 Tourism Grant Reviews & Awards

Brian Stevenson distributed information about the Tourism Grant Programs that showed prior history of award disbursements and new 2018 program applications for the City Community Tourism Grant Program that totals \$25,000. He indicated that information would be forthcoming on the County Community Partnership Grant Program that totals \$20,000 and has an application deadline of March 5.

Committee members discussed the format for the evening, and Brian Stevenson indicated that the tentative schedule would be:

5:30 – Dinner is served

6:00 – Meeting starts: City tourism grant program

7:45 – Break

8:00 – Meeting resumes: County tourism grant program

9/9:30 – Adjourn.

4. Adjourn

The meeting ended at 2:50 pm; Chair Brown noted that the next meeting of the Tourism Promotion Committee is scheduled for Thur, March 15, 5:30–9:00 pm, at City Hall for the tourism grant programs applications review and awards.

Respectfully submitted by Mark Ottenad on March 6, 2018.