

Wilsonville Tourism Promotion Committee

MEETING NOTES

Thursday, April 11, 2019 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

Note: Lack of a quorum at meeting to conduct business

1. Welcome

a. Voting members attending: Chair Darren Harmon, Beth Price, and Brandon Roben; Al Levit excused; Jeff Brown and Vice Chair Dave Pearson absent.

Ex-officio members, staff, consultants and guests attending: Lynnette Brailard, Trev Naranche, Kevin Ferrasci O'Malley, Mark Ottenad, Samara Phelps and Brian Stevenson.

2. Committee Business and Updates

b. Approve Prior Meeting Minutes of Feb. 21; March 21, 2019: Agenda item tabled; lack of quorum prevented action on the meeting minutes.

c. Committee recruitment: Mark Ottenad reported that Beth Price, Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville, was appointed by Mayor Knapp and confirmed by Council for Position 7. Mark Ottenad noted that terms of office of Position 1, held by Dave Pearson, and Position 2, held by Brandon Roben, expire 6/30/2019 and are available for re-appointment for three-year terms of service until 6/30/2022. Mark Ottenad reported that David Stead, Position 6, had submitted his resignation, creating an opening for Position 6 with a term ending 6/30/2021.

d. Results of March 21 Tourism Grants Awards: Brian Stevenson reviewed the March 21 tourism grant review and awards process. Committee members discussed that the process this year was good, faster than last year's process – Committee members reported feeling better prepared, and congratulated Brian Stevenson on a well-run, well-organized process.

Committee members wondered if for next year should an emphasis be placed on funding new events, and especially new events that occur in the shoulder-season months rather than the prime summer months of June through August.

e. Financial report: FY 2018/19 YTD Revenues and Expenses: Mark Ottenad presented a Finance Dept. report of FY18/19 YTD aggregated tourism promotion revenues and expenses. Darren Harmon and Kevin Ferrasci O'Malley asked about obtaining financial reports formatted in a chamber of commerce/tourism bureau monthly cash-flow format. Mark Ottenad indicated that Finance Dept. was not prepared to recreate financial reports in a different accounting method or manner; he indicated that he would work with Vertigo Marketing to see about some kind of financial expense tracking report.

3. Update for FY19-20 Tourism Business Plan

f. g. FY18-19 1/5-Year Action/Implementation Plan: Mark Ottenad reviewed briefly with committee members a two-page summary "About Explore Wilsonville and Tourism Promotion Committee" and the current FY18-19 1/5-Year Action/Implementation Plan that serves as model for the FY19/20 plan.

h. Draft FY19/20 1/5-Year Action/Implementation Plan: Mark Ottenad reviewed more in-depth, page-by-page, the updated Draft FY19/20 1/5-Year Action/Implementation Plan.

Committee members indicated that the draft plan appeared to meet the goals and objectives of the committee and tourism promotion program for the next year. Several issues were raised and discussed further:

- **Dedicated staffing:** Committee members agreed that a staff person dedicated to tourism promotion would be more beneficial than the current arrangement of “other duties as assigned” to current staff with other job responsibilities. Mark Ottenad agreed that considerably more work could be accomplished on the tourism promotion program with dedicated staff; he noted that the pending Arts, Culture and Heritage Strategy suggests creation of a “Tourism and Cultural Affairs Coordinator” position. He indicated that committee members should communicate their thoughts to the City Manager, Parks and Recreation Director and City Council members. Committee members requested that staff draft a letter or memo to Council requesting dedicated staffing.
- **Tourism studies:** Committee members wondered if the two proposed studies in the Tourism Development Strategy that are included the Draft FY19/20 1/5-Year Action/Implementation Plan could be combined into one study? That is, rather than study a year-round sports venue separately from a hotel/conference center, should the two studies be combined. Brian Stevenson said that staff would consult and return with a recommendation to the committee.

4. Update for Vertigo Marketing – Tourism Promotion

i. FY18-19 Vertigo Marketing Advertising & Marketing Scope of Work: Lynnette Braillard and Trev Naranche reviewed briefly the FY18-19 Vertigo Marketing Advertising & Marketing Scope of Work that covered the current year’s work.

j. Review of New Draft FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan and Scope of Work, dated April 11, 2019. Lynnette Braillard and Trev Naranche reviewed in greater detail components of the Tourism Promotion & Destination Marketing Services Plan and Scope of Work. Items discussed include Key Marketing Initiatives and Strategies, Goals and Objectives, and tourism promotion program evaluation performance criteria. Committee members reviewed the FY19/20 scope of work and budget detail, and indicated support for brief monthly reports and more in-depth quarterly reports.

Committee members discussed idea of a visitor map. Mark Ottenad noted that several City departments make city maps and that it might be possible to combine resources of various departments to make a map for print and online products. Kevin Ferrasci O'Malley noted that the Chamber intended to start producing a city and regional map product again that might serve the need for a tourism map.

5. Adjourn

The meeting adjourned at 3:00 pm. Respectfully submitted by Mark Ottenad on April 26, 2019.