

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Thursday, October 17, 2019 • 1 – 3 pm  
Willamette River Room, Wilsonville City Hall

### 1. Welcome

**a. Voting members attending:** Jeff Brown, Chair Darren Harmon, Al Levit, and Vice Chair Beth Price; **Excused:** Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** City Councilor Charlotte Lehan, Mike McCarty, Zoe Monahan, Mark Ottenad, Samara Phelps and Holli Thomas.

### 2. Committee Business and Updates

**b. Election of Committee Chair and Vice Chair:** Mark Ottenad noted that committee election of leadership is required by committee charter at first meeting of new fiscal year. Jeff Brown moved to nominate Darren Harmon to serve as Chair and Beth Price as Vice Chair; Al Levit seconded the motion that was adopted unanimously.

**c. Approve Prior Meeting Minutes of May 21, 2019.** Committee members reviewed the meeting minutes. Jeff Brown moved and Al Levit seconded approval of the minutes as presented; motion passed unanimously.

**d. Open Positions for Appointment/Re-appointment:** Mark Ottenad reviewed open positions for appointment, including Position #1, formerly held by Dave Pearson with a term expiring 6/30/2022; and Position #6, formerly held by David Stead, term expires 6/30/2021. Committee members discussed potential participation by owner or GM of new Hilton Garden Inn hotel that is now under construction.

### 3. Review and Evaluate Proposals Responding to 'Explore Wilsonville' RFP for Tourism Services

**e. Written Proposal Evaluation Criteria and Scoring:** Mark Ottenad reviewed the four key evaluation criteria that each have a maximum score of 25 points, for a total of 100 points possible:

- Proposal Quality for the quality and creativity of the Proposal and points addressed in the Scope of Work, and the likelihood of achieving program objectives
- Proposer's Experience/Demonstrated Results that includes Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities.
- Qualifications of Personnel, including prior professional experiences and work-products of consultant team members and how relevant to this Project.
- Value of Services Provided for Cost, for services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate.

**f. Review of Initial Proposal Evaluation Criteria and Scoring:** Committee members scored each proposal and the scores were added up, resulting in Proposers being ranked in priority order:

1. DVA Advertising & Public Relations
2. Velocity Tourism, LLC
3. JAYRAY
4. New Era Concepts, LLC

5. LuLish
6. Relic Agency
7. Madden Media
8. Stamats

**g. Discussion of 8 Proposals:** Committee members then reviewed in greater detail each proposal in priority preference order.

DVA Advertising & Public Relations: Proposal was well crafted and presented professionally. The firm's experience with several Central Oregon DMOs and background appear very good and well suited to Explore Wilsonville RFP for tourism services. The firm is willing to take risk and demonstrates creativity. The firm has a larger staff that provides more expertise in specific fields and more resources. However, the proposal contained little or no tourism development suggestions.

Velocity Tourism, LLC: Since this is the current Explore Wilsonville tourism promotion firm, this company would not need to "get up to speed" or need training; the committee will know what to expect. The staff team appears professional and has key experience. The proposal appears to review past year's accomplishments, but does not offer fresh ideas or tourism development suggestions.

JAYRAY: All of this firm's work has been in Washington state, so some question as to level of knowledge and connection with Oregon tourism industry. Proposal demonstrated thoughtful audience awareness and presented an excellent work plan/schedule. Refers to prior successful tourism campaigns that are of interest to committee. However, the proposal did not demonstrate tourism development skills nor contained little or no tourism development suggestions.

New Era Concepts, LLC: Samara Phelps indicated that Clackamas County Tourism/Oregon's Mt Hood Territory continues to work with principal Danielle Cowan on specific projects, but not with her firm. Committee members discussed that the proposal demonstrated an excellent understanding of the local area tourism industry, the area economy's businesses and all of Oregon tourism industry actors. Principal has professional tourism background operating one of Oregon's largest tourism agencies. The proposal was not as professionally presented, and the team is small, and the firm is new, which could mean that it will work harder to prove itself. The proposal contained extensive suggestions on tourism development.

LuLish: The proposal contained little or no specifics for tourism promotion and development services. The team is small and appears to not have depth of professional tourism experience. Committee members familiar with quality of work from prior Vertigo Marketing firm.

Relic Agency: The proposal appeared to be primarily aimed at branding. Primarily Utah state experience with no Oregon tourism industry connections, and little DMO experience. The proposal did not demonstrate tourism development skills nor contained little or no tourism development suggestions.

Madden Media: The proposal appeared generic in nature with little content addressing RFP desired characteristics. The branding work appeared good, but little else in proposal was of value.

Stamats: The proposal appeared generic in nature with little content addressing RFP desired characteristics and very little detail. The branding work appeared good, but little else in proposal was of value.

**h. Review of Secondary Proposal Evaluation Criteria and Scoring:** The committee members rescored the proposals, resulting in the same top-four proposals being selected to advance as finalists:

1. DVA Advertising & Public Relations
2. Velocity Tourism, LLC
3. JAYRAY
4. New Era Concepts, LLC

**i. Interview Dates and Format for Finalist(s) Interview(s):** Mark Ottenad reviewed results of Doodle Poll for potential interview dates. With four proposers to interview at approximately one hour each, the committee would need to find a four-hour block. In looking at schedules, committee members agreed that Wed, Nov 13, 9 am – 1 pm would work; Samara Phelps noted that she would need to leave by 1 pm.

Interviews could be scheduled for 30 to 45 minutes each, with each finalist responding to the same primary set of questions.

Mark Ottenad indicated that coffee, beverage and lunch would be provided for the Nov. 13 interview meeting.

Committee members discussed prospective questions, and indicated that they should be sent to the finalists in advance for consideration prior to the interviews:

- How would you prioritize components of the ‘Explore Wilsonville’ tourism promotion and development and destination marketing budget?
- The ‘Explore Wilsonville’ RFP for tourism services specifically sought “tourism development” services, especially for the shoulder-season months. Describe how your firm and your proposal would advance tourism development.
- How is your firm staffed in terms of having the needed expertise and professional experience to advance your proposal and successfully interact with the area tourism industry?
- How would your firm measure success? What the key performance indicators that you propose to use to evaluate results of the firm’s work to advance ‘Explore Wilsonville’?

Mark Ottenad to circulate questions to committee for additional feedback.

#### **4. Adjourn**

The meeting adjourned at 3:00 pm. Next meeting is Nov. 13, 9 am – 1 pm, to conduct interviews of RFP finalists.

Respectfully submitted by Mark Ottenad on June 4, 2019.