

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Tuesday, October 13, 2020

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/85854203671%C2%A0>



### VOTING MEMBERS

**Brian Everest**  
Tasting Room Manager,  
Vitis Ridge Winery

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

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

**Beth Price, Vice Chair**  
Director of Sales &  
Marketing, Holiday Inn  
Portland South

**Brandon Roben**  
CEO, Oaks Park

**Rohit Sharma**  
Owner, RR Hotels  
Portland LLC

### ADVISORY / EX-OFFICIO MEMBERS

**City of Wilsonville**  
City Councilor Charlotte  
Lehan, Council Liaison  
Michael McCarty, Parks &  
Recreation Director  
Brian Stevenson,  
Community Services  
Manager (designee)  
Erica Behler, Parks &  
Recreation Coordinator  
(designee)

**Clackamas County  
Tourism & Cultural  
Affairs (TCA)**  
Samara Phelps, Director

**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

Zoe Monahan,  
Assistant to the City  
Manager  
Mark Ottenad,  
Public/Government  
Affairs Director

### TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC  
Bridget Baeth, Principal  
Ryan Millard, Associate  
Advisor  
Genny Boots, Advisor

- |   |               |
|---|---------------|
| <b>1. Welcome</b>                                 | <b>1:00</b>   |
| a. Committee members and guests introductions     |               |
| b. New Committee Member: Brian Everest            |               |
| <b>2. Committee Business and Updates</b>          | <b>1:10</b>   |
| c. Approve Prior Meeting Minutes of May 19, 2020* | <i>page 2</i> |
| d. Elect a Chair and Vice Chair                   |               |
| e. Committee Vacancies:                           |               |
| o #3: Formerly held by Jeff Brown                 |               |
| <b>3. Jay Ray Updates</b>                         | <b>1:15</b>   |
| f. Quarterly Report                               |               |
| g. Photoshoot                                     |               |
| <b>4. Regional Tourism Updates</b>                | <b>2:15</b>   |
| <b>5. Tourism Promotion Program updates</b>       | <b>2:30</b>   |
| h. Tourism Spotlight                              |               |
| o Hilton Garden Inn Wilsonville                   |               |
| o Holiday Inn Portland I-5 South in Wilsonville   |               |
| i. Member Updates                                 |               |
| <b>6. Next Meeting</b>                            | <b>2:55</b>   |
| <b>7. Adjourn</b>                                 | <b>3:00</b>   |

#### \* *Materials in packet*

Due to physical distancing requirements, the meeting is being held online via Zoom.

To submit public comments, please email comments to [monahan@ci.wilsonville.or.us](mailto:monahan@ci.wilsonville.or.us) by October 9, 2020 at 12:00pm.

Time frames for agenda items are not time certain (items may be considered earlier or later than indicated.)

# Wilsonville Tourism Promotion Committee

## DRAFT MEETING MINUTES

Tuesday, May 19, 2020 • 1 – 3 pm

Zoom Virtual Meeting

### 1. Welcome

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

**Ex-officio members, staff, consultants and guests attending:** City Councilor Charlotte Lehan, Zoe Monahan, Mark Ottenad, Kevin O'Malley, Sylke Neal-Finnegan, Brian Stevenson, Samara Phelps, Ryan Millard, and Genny Boots.

### 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of April 16, 2020.** Committee members reviewed the meeting minutes. Brandon Roben moved and Al Levit seconded approval of the minutes as presented; motion passed unanimously.

**c. Open Positions for Appointment:** Chair Harmon reviewed open position for appointment, including Position #6, formerly held by David Stead, term expires 6/30/2021. Committee member Al Levit has re-applied for position #4 which expires at the end of June.

Jeff Brown's term also expires at the end of June but will not seek reappointment. Position #3 will become open on July 1. Chair Harmon and Mark Ottenad expressed their appreciation for Jeff's commitment and service to Wilsonville's tourism efforts. He was involved with the creation of the tourism plan before becoming a committee member. Jeff noted that he enjoyed his time on the committee.

Zoe Monahan expressed that staff intends to continue recruitment for position #3 and #6 after the initial emergency of the COVID-19 pandemic passes and counties/business are re-opening.

### 3. JayRay Updates

#### d. Scope of Work/ Marketing Plan

Ryan Millard and Genny Boots provided an overview of the updated scope of work and marketing plan for FY 20/21. Due to COVID-19, the scope had to be reduced. A three-phased approach has been proposed with a 50% budget reduction.

Phase 1 of low-promotion/marketing for two quarters (July 1 – Dec. 31, 2020) of \$12,500 per quarter that includes website hosting and updates, limited social media, and monthly reporting.

Phase 2 is a ramp-up of promotion and marketing for one quarter, Jan. 1 – March 31, 2021, in the amount of \$25,000.

Phase 3 assumes an increase in economic activity and returning to a normal level of tourism promotion/marketing of \$50,000 for the last quarter of FY20/21.

JayRay will provide a proposed Scope of Work for tourism promotion 45 days before each quarter.

#### e. Update Website

Ryan Millard provided an overview of the updated web design. On the home page there will be a main image which will change each time a visitor enters the website instead of the standard slider. The map has also been added with Wilsonville "in the middle of it all". There are also some navigation modifications and the addition of a subscribe button for the website on the main page. There is also less scrolling. The committee provided feedback including the addition of moving wine country further north and changing "meeting venues" to "Events and Meetings."

#### **4. State of the Tourism Industry**

##### **g. Reports from Clackamas County and WCVA**

Sylke Neal-Finnegan started off with an update from Washington County Visitors Association (WCVA). The occupancy rate for April was 23.9% in Washington County. Hillsboro was in the best position due to Intel while the southern part of the county did not do as well. She reported that the occupancy rate for April was 26.8% in Clackamas County and 17.8% in Multnomah County. WCVA has pulled advertising. The state has said don't travel. When people start to travel it will be regional first. Travelers will likely be from Oregon, Washington and California first. Air travel is still slow and international travel will not resume until 2021.

Samara Phelps provided an update from Clackamas County Tourism. They are in alignment with the County Health policy. There will be a focus on building consumer confidence. The first travelers will be from Oregon. There are state programs (Travel Oregon grants) and marketing for DMOs and businesses. The Governor's Office has a regional resiliency team.

Sylke noted that there will be recreational travelers first. Health and safety is key. People want to know how safety is being addressed. People will go to places they know. This is emotional and provides comfort.

#### **5. 2021-Business Plan Discussion**

##### **f. Review and approve the business plan**

The "FY 20/2021 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy" business plan was presented by Zoe Monahan. She noted a number of modifications that had been made based on the committee's feedback at the April meeting. She also noted that the outlook for the coming fiscal year is somewhat uncertain due to COVID-19. There are not additional projects planned. JayRay will continue to work on the website and provide some social media posts until it is time to increase tourism efforts when visitors are traveling again. At that time, a marketing plan will be developed and presented to the committee. The budget and scope of work have been reduced because of the direction staff received from the City Manager.

Brandon Roben made a motion to recommend the business plan as presented to City Council. Al Levit seconded the motion. The motion passes unanimously.

#### **6. Tourism Promotion Program Updates**

##### **h. Member Updates on COVID-19 Emergency**

Committee members provided updates on their respective businesses. Sylke mentioned that they are reminding people to be patient and encourage people to check business websites before visiting. Most of the general public does not see County lines.

##### **i. Small Business COVID-19 Relief Grants Program Update**

Mark Ottenad provided an update on the small business grants. \$400,000 of TLT funds to support local hospitality businesses. He also noted that the committee would be in a better position to ask for additional funding for projects during the next fiscal year.

#### **7. Adjourn**

The meeting adjourned at 2:45 pm. Next meeting will be scheduled in the fall.

Respectfully submitted by Zoe Monahan on May 26, 2020.