

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, September 19, 2017 • 12 pm – 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; David Stead; and Emily Bryant Utz.

**Ex-officio members, staff, consultants and guests attending:** Lynnette Braillard; Kevin Ferrasci O'Malley; Casey Knopik; Charlotte Lehan, City Councilor; Mike McCarty; Trev Naranche; Sylke Neal-Finnegan; Mark Ottenad; and Brian Stevenson.

#### Summer tourism business updates – roundtable reports:

- Mark Ottenad reported that Mayor Knapp reappointed in August with Council consent Jeff Brown and Al Levit to their respective positions of 3 and 4 with terms ending June 30, 2020.
- Darren Harmon reported that a dog kennel for day boarding is needed in the Town Center area.
- Jeff Brown noted that corporate travel is down, a reflection of the recent layoffs at Nike and Intel.
- Mike McCarty said that the Parks & Recreation Dept. reports record rental use and revenues from City parks facilities.
- Mark Ottenad noted that tourism-related events are welcome and needed for the calendar of events of ExploreWilsonville.com and the local Boones Ferry Messenger city newsletter.

### 2. Committee Business and Updates

**Election of Committee Chair and Vice Chair:** Mark Ottenad noted that the committee's charter requires election of chair and vice chair at the first meeting of new fiscal year, which begins July 1. Al Levit, who indicated that he no longer sought to serve as Vice Chair, nominated Jeff Brown to continue in the position of Chair; Emily Bryant Utz seconded the motion. Jeff Brown accepted the nomination; motion passed unanimously. Jeff Brown moved to nominate Darren Harmon to serve as Vice Chair; Emily Bryant Utz seconded the motion. Darren Harmon accepted the nomination; motion passed unanimously.

**Approve Meeting Minutes of Prior Meeting:** Committee members reviewed the draft meeting minutes of May 23, 2017. Darren Harmon 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 two vacant positions, position 2 with a term ending 6/30/2019 and position 7 with a term ending 6/30/2018. He noted that having only 5 of 7 voting positions filled is making scheduling challenging for meetings with a quorum of the committee to conduct business. He noted that Kayla Waldron, Director of Marketing and Business Development for Woodburn Premium Outlets, had previously indicated an interest in the committee's work and attending this meeting, but had just notified that she would be unable to attend today. Members discussed that perhaps principals of Fir Point Farms would be interested.

**Report on Summer Tourism Events Regional Marketing:** Mark Ottenad reviewed regional advertising in support of community tourism events that encouraged visitors to take-in other

Wilsonville-area attractions while visiting and to linger longer. The ad campaign ran June to August in both print and online editions of Pamplin Media's Portland Tribune and a dozen community newspapers special sections and run-of-press. Mark Ottenad noted that the advertising campaign implemented a prior recommendation of the Committee to provide tourism promotional marketing support for community tourism events that the City is underwriting through tourism grant funds. Darren Harmon said that he thought the marketing campaign was well done and helpful in raising public awareness of Wilsonville's various attractions.

**Set Next Meeting Dates:** Mark Ottenad indicated that the consultants of Vertigo Marketing requested at least one month to complete the draft branding strategy and marketing plan after today's meeting to review initial proposals. Therefore, the next meeting to review the draft branding strategy and marketing plan should be near the end of October or early November. He also noted that the committee should see about scheduling the December meeting should the draft marketing plan need revisions prior to committee approval and recommendation to City Council. Since the contract with Vertigo Marketing may be amended by the expenditures associated with the marketing plan that would result in a contract totaling over \$100,000, staff plan to take the marketing plan to City Council for adoption, with a target of a December or January meeting.

Committee members reviewed their calendars and discussed various dates and times, eventually settling on the next meeting dates as Tuesday, Nov. 7, 1-3 pm; and Tuesday, Dec. 12, 1-3 pm.

### 3. Wilsonville Tourism Business Plan - Vertigo Marketing

Lynnette Braillard and Trev Naranche, principals of City tourism consultant Vertigo Marketing, presented on the Draft Tourism Branding Strategy and Draft Tourism Marketing Plan; they indicated that the draft branding strategy and marketing plan are based on a review of the Visit Wilsonville Tourism Development Strategy, City Branding Strategy and additional research. See attached presentation and outline for more details.

The objective of a branding strategy is to connote to the target markets a sense of what makes Wilsonville "Wilsonville." An initial set of phrases or branding concepts presented includes:

#### WILSONVILLE IS

Elevated.

Natural.

Pristine.

Safe.

Members discussed the concepts presented, with some questioning the term "elevated." Lynnette Braillard and Trev Naranche indicated that this term recognized that many in Wilsonville feel that their community plans for development very well, including attractive parks and recreational amenities, and that provides a higher quality of life. Mark Ottenad indicated that the City's tag-line with the initial new logo and branding strategy that was since modified said, "Powered by Purpose."

Members agreed that the other phrases appeared accurate in their description for how Wilsonville feels.

Lynnette Braillard and Trev Naranche presented the primary challenge that faces Wilsonville as a tourism destination:

How do you distinguish Wilsonville from the other Portland Metro suburb cities like Tigard or Tualatin?

To most, Wilsonville is one of those unrecognizable I-5 freeway strip cities that sits between Portland and Salem. Wilsonville currently has little to no reputation of being a visitor destination or a vacation getaway option.

How do you define a tiny city that's tucked between one of the country's coolest cities and one of the top wine regions in the world?

The opportunity for Wilsonville lies in promoting the community's close proximity to these well-known destinations. Lynnette Braillard and Trev Naranche propose to position Wilsonville as being the 'back pocket' that is close to these major attractions with concepts or slogans such as:

"Wilsonville, Portland's Back Pocket"

"Wilsonville, Willamette Valley Wine Country's Back Pocket"

They then proposed to take this concept one step further by proposing that Wilsonville promote a series of day trips, called "pocket trips," themed with various attractions, such as family-fun activities, agri-tourism farm tours, wine country touring and exploring the cultural aspects of Portland.

The "pocket" theme would also carry over to a proposed Wilsonville tourism logo or tourism mark, that appears as a series of green-shaded and black vertical stripes in the shape of a shield or pocket with a reverse "W" in the middle black stripe. They noted that a separate Visit Wilsonville or Explore Wilsonville logo is not proposed; rather, they are proposing use of a mark that echoes the overall pocket theme.

Lynnette Braillard and Trev Naranche presented additional branding components, including potential fonts for use in advertising copy.

They proposed a series of campaign tagline options for consideration, including:

*It's nice here.*

*A Pocket Full of Fun.*

*A Pocket Full of Pleasant.*

*So Much Fun Right in Your Back Pocket.*

*Oregon's Pocket.*

*See what's in our pocket.*

Committee members reacted positively to a number of these proposed taglines, including "A Pocket Full of Fun" and "So Much Fun Right in Your Back Pocket"; a number did find "See what's in our pocket" somewhat humorous, and perhaps not quite appropriate.

Lynnette Braillard and Trev Naranche recommended that the target audience be focused on those ages 25-64, including Millennials, Gen Xs and Boomers; and a target geographic market of Oregon and Washington. Members discussed that these markets could make sense, although there were some questions on the younger age-range of 25-30 portion (lack of disposable income), as well as if the 65+ (those with disposable income) market should be targeted. Committee members also noted that the Vancouver, BC, area of Canada should be considered as a target market, albeit recent exchange rates have slowed the growth of Canadian visitation.

Jeff Brown and Kevin Ferrasci O'Malley suggested that the marketing campaign should aim to increase visitation during the shoulder season months when lodging properties and attractions have capacity readily available. Members discussed that for example tagging along with Portland's winter season 'drink beer' campaign.

Lynnette Braillard, Trev Naranche and committee members discussed potential themes to hit for shoulder season months:

Sept/Oct/Nov

- Wineries
- Fall harvest
  - pumpkin patches
  - apple cider

Dec

- Shopping

Committee members discussed that the Vertigo team should meet with CCTCA, WCVA and Travel Oregon to find out about potential joint marketing and promotional leveraging opportunities.

A question was raised about transit options for visitors, and that ExploreWilsonville.com should have content and links about public transit options.

Lynnette Braillard and Trev Naranche reviewed the “Visit Wilsonville Marketing Plan: Outline of Objectives” that summarizes the key sections and components of the draft marketing plan. Committee members indicated that they thought the outline appeared quite comprehensive.

Mark Ottenad summed up that the draft marketing plan would be relayed to the committee a week in advance of the Nov. 7 meeting for review prior to the meeting. The primary focus for the Nov. 7 meeting would be consideration and discussion of the draft marketing plan. If changes are needed, then a revised plan would be presented at the Dec. 12 meeting, with the objective being to make a recommendation to the City Council in January 2018.

#### **4. Wilsonville Town Center Plan – Planning Div. Staff**

Long-Range Planning Manager Miranda Bateschell and Associate Planner Jen Scola reviewed public input to date on Town Center Plan suggestions, and then led committee members on an interactive exercise. Committee members divided into two groups, each with an aerial image “game board” of the Town Center area and various colored shapes representing residential and commercial buildings. Planning staff assisted committee members to re-think how the Town Center area is laid out in terms of traffic flow, parking, walking, shopping and other activities.

At the conclusion, both groups had produced similar layouts, with a new street down the middle, parking garages in certain external corners, residential housing mixed with retail in the Town Center Shopping Center area and hotel/conference center near the Fry’s location.

#### **Attachments — Sept. 19, 2017, Meeting Materials Presented:**

- Wilsonville Branding Campaign Presentation
- Visit Wilsonville Marketing Plan Outline of Objectives

Respectfully submitted by Mark Ottenad on October 6, 2017.



# CAMPAIGN BRANDING STRATEGY

WILSONVILLE, OREGON

SEPTEMBER 19, 2017

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## WILSONVILLE IS

Elevated.

Natural.

Pristine.

Safe.

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# WILSONVILLE IS

Minutes from downtown Portland.

Minutes from wine country.

Minutes from nature, historical landmarks,  
parks & a river.

Minutes from premier shopping.

Minutes from family-friendly attractions.

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# WILSONVILLE IS

Affordable.

Family-friendly.

Walkable & bikeable.

Farm Fresh.

Nature & Culture-rich.

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# VISION

*In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon's premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences.*

# MISSION

*To facilitate the thoughtful development of Wilsonville's visitor economy for the benefit of visitors and partners, and to enhance the quality of life for those who live and work in the community.*

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# THE CHALLENGE

How do you distinguish Wilsonville from the other Portland Metro suburb cities like Tigard or Tualatin?

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To most, Wilsonville is one of those unrecognizable I-5 freeway strip cities that sits between Portland and Salem.

Wilsonville currently has little to no reputation of being a visitor destination or a vacation getaway option.

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## **THE BIG QUESTION**

How do you define a tiny city that's tucked between one of the country's coolest cities and one of the top wine regions in the world?

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# POCKET TRIPS

*"Wilsonville, Portland's Back Pocket"*

*"Wilsonville, Willamette Valley Wine Country's Back Pocket"*

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## SAMPLE AD COPY

WILSONVILLE, PORTLAND'S BACK POCKET

In 19-miles you could be ... feasting.

Every March, gastronomers flock to feast during Portland's Dining Month where three-course meals are a mere \$29.

Settle in our pocket city for the weekend and save a bundle on lodging compared to Portland hotels.

ExploreWilsonville.com. Where visiting is easy & the parking is free.

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# SAMPLE POCKET TRIPS

## POCKET TRIP: FARMLANDIA FARM LOOP

Take a self-guided tour of 18 farms between Wilsonville & Portland. Catch a cooking class at Middleground Farms or sign up for an upcoming Dinners in the Field event where you nosh on fresh seasonal food & Oregon wine.

## POCKET TRIP: MID-CENTURY MEETINGS

### ALT: SPEED MEETINGS

Book a different kind of meeting space in Wilsonville. A mid-century mod lounge and bar area is a refreshing surprise just upstairs from a world-class museum surrounded by things that go VROOM!

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#### TYPOGRAPHY

Name: Kiln Standard Serif Spiked

Use: Headline

Sample:

**THE QUICK BROWN FOX JUMPED OVER A LAZY DOG.**

Name: Indigo Summer

Use: Sub-headline

Sample:

*The quick brown fox jumped over a lazy dog.*

Name: Coats Regular

Use: Body copy

Sample:

The quick brown fox jumped over a lazy dog.

#### ARTWORK



**POCKET TRIPS**  
SO MUCH FUN RIGHT IN YOUR BACK POCKET



**POCKET TRIPS**  
*so much fun right in your back pocket*



# COLOR PALETTE

Greens with a touch of blue. Invokes nature, Oregon & growth. Plays off the City logo.

Green is the color of growth and vitality. The color of rebirth and renewal and new beginnings.

Green is an emotionally positive color, giving us the ability to love and nurture ourselves and others unconditionally.

Vacations nurture our soul.

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# CAMPAIGN TAGLINE OPTIONS

It's nice here.

A Pocket Full of Fun.

A Pocket Full of Pleasant.

So Much Fun Right in Your Back Pocket.

Oregon's Pocket.

See what's in our pocket.

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## **WHY THIS WORKS**

Wilsonville has plenty of unique stories to tell. And this is what the experience hungry traveler wants.

Not your ordinary visuals, content and a “pocket visitor guide” highlights why Wilsonville will be a preferred destination for eco-travelers, families, sports teams, meetings & business travel.

We can also leverage highly searched vacation locales (like Portland or Willamette Valley) to gain exposure for Wilsonville on the web with our pocket trip articles.

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## **AUDIENCE TARGET**

Ages 25-64

Millennials, Gen X and Boomers

Geographic:

1) Oregon 2) Washington

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## **NEXT STEPS**

Finalize campaign branding with committee over the next 30 days. Incorporate final campaign branding in final marketing plan.

Finalize marketing plan with final budget numbers and negotiate buys. Quote addendum items for additional Vertigo Marketing work.

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