

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

**Tuesday, March 21, 2017**

Willamette River Room, Wilsonville City Hall

### 1. Call to Order; Welcome & Introductions

**Voting members — attending:** Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; Elaine Swyt; **absent:** David Stead.

**Ex-officio members, staff and guests attending:** Councilor Charlotte Lehan; Mike McCarty; Kevin Ferrasci O'Malley; Mark Ottenad; Samara Phelps; Brian Stevenson; Emily Bryant Utz; Steve Van Wetchel.

### 2. Committee Business/Updates

**Approve Meeting Notes of Prior Meeting:** Committee members reviewed the meeting minutes of Feb. 14, 2017. Al Levit moved and Elaine Swyt seconded to adopt the meeting minutes as presented. Minutes approved unanimously.

**Recruitment for two vacant positions on committee:** Emily Bryant Utz, new Group/Tourism Specialist for World of Speed Museum, indicated that she intended to apply; she also indicated that she would speak with the marketing manager of the Woodburn Premium Outlets mall. Chair Brown indicated that he was not successful in recruiting from McMenamins Old Church & Pub; he also indicated that the new general manager of Best Western might be interested.

**Brian Stevenson promoted to Community Center Program Manager:** Mike McCarty made the announcement; Brian noted that he would continue to work with the committee on tourism grant programs.

**Review of City Community Tourism Matching Grant Program process:** Committee members discussed that the overall grant review and award-making process went well. They noted that the 50-mile tourism visitor-attraction goal would continue to be an issue for the program and grant applicants. Committee members noted that they emphasized out-of-town audience marketing; Mark Ottenad noted that he had met with Tribune community regional newspaper for potential regional marketing advertising opportunities. Committee members discussed that new professional management of some events could bring new energy and vision to events.

Committee members discussed that they could expand the current allocation to the program, with the goal of seeking to produce more niche, specialty events; rather than the current roster of events that tend to be broader and more general in nature. Specific suggestions for niche events that could draw visitors from a distance include fiber or stitching events, lavender or flower festivals.

Brian Stevenson noted that if the committee sought to modify program parameters, then decisions would need to be made by November.

**Tourism website contract with Wilsonville Chamber of Commerce:** Kevin Ferrasci O'Malley indicated that contract terms regarding liability issues were being discussed between the City and Chamber attorneys. He indicated he believed that obtaining insurance could be an issue regarding liability.

Chair Brown noted that funds had been expended for prospective development of website. Members discussed if a separate entity could be created for website, or if one of the potential Tourism

Development and Operations Consultant RFP proposers might be able to undertake or oversee a tourism website.

### **3. Proposals for Tourism Dev & Ops Coordinator Consultant**

Committee members reviewed two proposals, one by Mary Cook Swanson, AICP, Principal of Swanson Partners, LLC, in West Linn; and one by Lynette Brillard and Trev Naranche, Co-Founders of Vertigo Marketing Hospitality and Tourism Development in Bend. Committee members discussed how to proceed with interviews and making a potential recommendation to Parks & Recreation Director. Members noted Vertigo's extensive Oregon tourism experience in multiple communities. Mark Ottenad indicated that he would solicit interview questions from members and then collate them into one set.

Committee members requested to see if both interviews could be scheduled on one date – preferably April 11 for both proposers.

### **4. New Business**

Clackamas County “Community Tourism Matching Grant Program: Brian Stevenson presented on the Tourism Grant Program,” and confirmed that April 25 worked for the voting members to attend the review and awards event.

2017 Committee meetings schedule for May and beyond: Committee members discussed that Tuesdays, 10 am – 12 pm, tended to be a good day for meetings, and noted the third Tuesday in particular as a good potential date for a regular meeting.

Proposed Legislation Expanding Local Lodging Tax Revenue Usage: Mark Ottenad indicated that the City submitted testimony in favor of HB 2744 and HB 2768 that had a March 22 public hearing. He noted that the City prefers lifting of state preemptions on local control of resources, and that the proposed legislation would provide the Committee with greater potential leeway on the use of tourism funds; Samara Phelps noted that the County tourism board had just taken a stance in opposition to the legislation, seeking to keep a focus on tourism promotion.

Other events: Mark Ottenad noted two upcoming events of interest, including April 4 Clackamas County Tourism ‘Tech Symposium’ and April 20 Parks and Rec Master Plan Open House.

Other: Steve Van Wetchel, a member of the French Prairie Bridge Project Task Force, presented on potential tourism-attraction ideas for the future proposed bike/ped/emergency bridge over the Willamette River.

### **5. Next Meetings**

Mark Ottenad indicated that he would seek to arrange the interviews with Tourism Consultant proposers on Tue, Apr 11.

Brian Stevenson confirmed that Clackamas County Community Tourism Matching Grant Program Review would occur on Tue, April 25, 6 pm – 8 pm, in City Council Chambers, City Hall.

Mark Ottenad noted that the next Tourism Promotion Committee meeting is set for Thursday, April 27, 10 am - 12 pm at Willamette River Rm, City Hall.

Respectfully submitted by Mark Ottenad, revised April 25, from draft of April 20, 2017.