

Wilsonville Tourism Promotion Committee

MEETING NOTES

May 17, 2016

Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; Kathleen Mason; David Stead; and Elaine Swyt.

Ex-officio members and guests attending: City Councilor Charlotte Lehan; Susan Cole; Danielle Cowan; Theonie Gilmore; Lynette Hansen; Marty Limbird, Carolyn McCormick; Kevin Ferrasci O'Malley; Mark Ottenad; Suzy Sivyver; and Brian Stevenson.

2. Organizational Matters

Re-cap of Last Meeting: Committee members reviewed the meeting notes of April 4, 2016.

Committee appointments: Mark Ottenad reported that Positions #1 and #2, held respectively by Elaine Swyt and Kathleen Mason, with terms ending 6/30/16 were scheduled for re-appointment at the June 6 City Council meeting, with full three-year terms ending 6/30/19.

Lynette Hansen, HR Manager for the 'parent affiliated' company of World of Speed Museum, Midway LLC, who had indicated previously an interest in serving on the committee had not submitted an application to serve and Position 7 was still vacant.

3. Tourism Plan at City Council

Mark Ottenad reported that the Tourism Implementation/Action Plan was presented April 18 by Vice Chair Levit before the City Council, which unanimously adopted the plan and commended the committee for an excellent work process and product for implementing the City's tourism development strategy.

4. Updates

Website prototype and ideas: Elaine Swyt presented a review of website plan for a "Path to Realize 'Visit Wilsonville'" that involved the creation of a "website content committee"; see attachment to these notes. Committee members discussed various options for updating and maintenance of a tourism website.

Danielle Cowan said that the County operates Oregon's Mt. Hood Territory website, but not on County servers, and contracts out for hosting and SEO operations. She noted that some components of a tourism website around commercial advertising and promoting alcoholic beverages or cannabis use could be problematic for city government, but less of an issue for non-public, private-sector actors. Carolyn McCormick indicated that WCVA could not host one city's website without offering to host other cities' tourism websites.

Susan Cole suggested the website could be outsourced to another entity. Mark Ottenad noted that he had spoken with Kevin Ferrasci O'Malley about the prospect of the Chamber of Commerce contracting with City to build and maintain a tourism website that could be prototype designed by Elaine Swyt. Kevin Ferrasci O'Malley spoke favorably of the potential for the Chamber to host the City's tourism website.

Chair Brown moved to have the Chamber of Commerce make a proposal to the City to host a tourism website that meets the committee's online marketing needs; Vice Chair Levit seconded the motion. Committee members discussed that they thought this was a good idea that could timely advance Wilsonville's online/web presence to promote tourism. Motion passed 6-0.

Staff Reports: Brian Stevenson reported that Parks & Recreation Director Stan Sherer has announced his resignation effective July 2016, just as the Department moves into high gear with summer recreational programming and components of proposed Recreation & Aquatic Facility.

Mark Ottenad reported that City has arranged for photography of Wilsonville community events and area tourism and attractions/events that can be used royalty-free on the tourism website. He noted that the Oregon Tourism Conference provided some leads on tourism web vendors, but none appeared to offer an 'out-of-box' solution and all offered custom work.

Mark Ottenad reported that the City Council is scheduled in June 2016 to hire prospective management firm to operate a proposed Recreation & Aquatic Facility and to advance the proposed Recreation & Aquatic Facility for voter consideration of property-tax funding in Nov. 2016 election.

Mark Ottenad reported that the market analysis portion of Town Center Redevelopment Plan could lay the foundation for other, more detailed studies that may follow and serve as the first step to the hotel / conference center study. The hotel/conference center study is envisioned to be a more detailed analysis and set of recommendations than currently scoped by the Town Center Redevelopment Plan, which is to consider a number of development options. Sufficient data and analysis should be completed by 2017 that could then feed into a detailed hotel / conference center market feasibility study.

5. New Business: Proposed Sports facility

Chair Brown introduced Marty Limbird of Fieldhouse Athletics who proposes to build a large-scale fieldhouse with amenities for 500 spectators on 7.5 acres in the Borland/Stafford area off of I-205. He indicated that the facility would offer multiple venues for various sporting activities, including soccer, foot sol, volleyball and other events. He said that Fieldhouse Athletics was awaiting County land-use approvals and sought to break ground in Spring 2017 and open in Spring 2018.

In response to questions, Marty Limbird said that the majority use of the facility would be for private groups. He noted that porta potties would be used and facility would be low-water use. He said that the target was daily Monday through Friday operations rather than large events; weekends would be tournaments. He indicated that Wilsonville could provide support services for such a facility, including shuttle services to hotels and parking.

Committee members discussed the proposed facility. Susan Cole noted that that since the facility was not designed for 90% public use and was located outside of the city's jurisdictional limits, that City funding for capital construction was not possible. Mark Ottenad noted that if the City's tourism businesses benefited by the new facility, that other forms of support such as marketing or advertising of Wilsonville facilities to venue users could be appropriate.

Committee members thanked Marty Limbird for presenting, and adjourned the meeting.

Path to Realize “Visit Wilsonville”

Straw man plan suggested by Elaine Swyt

Decisions & Process

1. **Decide Web Developer & Staff Support:**
 - a. Continue with Mediaphysics pro bono assistance for design and development?
 - b. When staff support identified, Content Sub-Committee determines workflow
2. **Execute Server Mechanics - Hosting & Domain Setup**
 - a. Decide where to host
 - b. Configure domain accordingly
3. Decide if **design changes** needed (using development site as model, TC feedback)
4. Incorporate any **branding** updates (assumes no major changes)
5. **Migrate over content** to new hosting. Remove dummy content.
6. Develop a **Content Management process - Assign to Sub-Committee?**
 - a. Decide what content will remain and what will not, including artwork and video
 - b. Create an inventory for photo and video content library to use short and long-term
 - c. Assign content development – copy writing, media use
 - d. Assign decision making and workflow.
 - e. Affiliation marketing with reward system (Marketing & Content Sub Committees select and develop relationships with selected content providers)
7. **Add optimizations**
 - a. Add social media including new accounts and feeds and where needed and expense approved, curated hubs (Hootsuite, TINTUP, Gleam)
 - b. Decide and apply email database marketing system
 - c. SEO
 - d. Analytics
 - e. CDN & Cache Systems
 - f. Mobilize, where still needed
8. Incorporate **Content Efficiencies Over Time**
 - a. Calendar Plug-in/Updating System (Installed by launch)
 - b. Hospitality Central Booking Module (Installed by launch)
 - c. Online Info Search Center (Install prototype by launch)
 - d. Packaged Tours designed in using affiliate marketing tools (Marketing Sub- Committee works with content partners)
 - e. Trip Planning (Interim and long term design)

Estimated Costs

Shared Hosting: \$8/month (Go Daddy - C-Panel)

Annual Domain registration: \$12 (Go Daddy)

Hootsuite, Glean, TINTUP– Social media management: \$10-20/month

SEO – various but basic Yoast methods are no cost

Analytics/Statistical Reporting – No cost initially

CDN–\$0-\$20/month (Speed)

Backup - \$0 -\$10/month

Security - \$10/month

Features that may involve initial cost:

Calendar system, Central Booking System, Trip Planning & Mapping, Search Center, Ad modules, Stock Photo or Video subscriptions

Timeline

#1 – 5: By mid-June, 2106

#6: Sub Committees develops strategy by end of June, 2016

~ Suggested timeframe for Tourism Committee Update ~

#6: By mid July, 2016

#7: a-c by mid August, 2016;

d-e by end of year

Site is ready to launch by mid-August!