

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, November 20, 2018 • 1–3 pm

Willamette River Room, Wilsonville City Hall

### 1. Welcome

**a. Voting members attending:** Jeff Brown; Darren Harmon, Chair; Al Levit; Dave Pearson, Vice Chair; and David Stead. Brandon Roben excused.

**Ex-officio members, staff, consultants and guests attending:** Trev Naranche; Sylke Neal-Finnegan; Kevin Ferrasci O'Malley; Samara Phelps; Mark Ottenad; and Brian Stevenson.

### 2. Committee Business and Updates

**b. Approve Meeting Minutes of Prior Meetings:** Committee members reviewed the draft meeting minutes of Sept 27, 2018. Jeff Brown moved and Dave Pearson seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

**c. Reports:** Samara Phelps reported on findings of the Clackamas County Water Tourism Study, especially in relation to Wilsonville. She noted that the county has top-rated outdoor water recreational opportunities, but low public awareness and a lack of key infrastructure to access and promote availability as tourism resource.

Brian Stevenson provided an update on the Parks & Recreation Master Plan and Boones Ferry Park Master Plan efforts. He noted that capital improvement cost estimates of \$11-13 million for Memorial Park and \$8-\$13 million for Boones Ferry Park, not including the proposed French Prairie 'bike-ped-emergency' Bridge.

David Stead suggested that development of river-related access and support infrastructure could offer a powerful draw as a tourism attraction for Wilsonville. The river offers a reason to come here. Committee members discussed possible ways that the City could support increased access to the Willamette River and recreational use, noting that TLT revenues were insufficient to bond against or provide meaningful contribution to large capital investments.

Samara agreed that considerable work needs to be done on product development, with a focus on existing businesses and resources. Lots of infrastructure to be developed and marketing promotional collateral to be developed over time to promote access to and recreation on the Willamette River. Suggestion to invite the Travel Oregon bike and water tourism coordinators to an upcoming committee meeting.

Mark Ottenad reported on the Oct. 29 Arts, Heritage and Culture Strategy Community Meeting that was well attended. He indicated that several proposals appear to be rising from the interviews and fieldwork research, including establishing an arts commission and an arts/heritage foundation or fund, funding more public art, creating a tourism and cultural affairs coordinator position and working with the school district to advance a joint-use performing arts center.

Mark Ottenad reviewed a Wilsonville Proposal for RFP to Host 2020 Oregon Mayors Assn (OMA) Statewide Conference for Holiday Inn Wilsonville that he developed in conjunction with Jimmy Vach, group sales manager for Holiday Inn. The proposal suggests OMA attend events at Langdon Farms Golf Club, McMenamins Old Church & Pub and World of Speed Motorsports Museum.

**d. City's Community Tourism Grant Program:** Brian Stevenson presented a proposal to clarify that qualifying criteria to receive City funds requires that events occurring primarily within the City of Wilsonville, thereby meeting legal requirements while providing the committee with some discretion in awarding City grant funds for event that could fill Wilsonville lodging rooms. He also

suggested and committee members agree that grant recipients be required to use the Explore Wilsonville logo and link to ExploreWilsonville.com.

Committee members discussed an idea of requiring an 'out-of-town' event to demonstrate having booked a hotel room block with a minimum of 10 paid rooms. Staff was unclear on how workable such a proposal might be.

### 3. Vertigo Marketing Report

**e. RRC Assoc. Summer Visitor Profile Survey Report:** Trev Naranche reviewed a few highlights from the summer survey; he noted that visitors reported little recall of Wilsonville tourism advertising since the Explore Wilsonville promotional effort had just started at the commencement of the summer survey.

David Stead observed that it appeared a majority of visitors with from within 50 miles and generally did not utilize overnight lodging facilities. Trev Naranche indicated that the loss of access to Holiday Inn Wilsonville's guests to survey hurt the ability to conduct a wider survey.

Committee members wondered if Explore Wilsonville could more greatly utilize the I-5 French Prairie Rest Area tourism display jointly operated by Oregon Travel Information Council and Clackamas County Tourism.

Committee members discussed asking Jimmy and Liz of Holiday Inn again to see about participation in the pending winter survey; and similar of new GM Roger at Best Western.

**f. RRC Assoc. Winter Visitor Profile Survey Questionnaire:** Members reviewed various minor changes proposed by Lynnette Braillard to the summer survey questionnaire to adopt for winter use, with the objective of keep questions similar to the summer questionnaire in order to have consistent survey measurement gauges. No additional edits were suggested.

**g. Pocket Trips marketing:** Trev Naranche presented samples of the new printed brochures marketing collateral of the 12 themed pocket trips that are now being distributed in select locations of Certified Folder Display Service, Inc., including PDX and Portland visitor center and other locations. He said that every couple of weeks Vertigo Marketing would forward leads from AAA Via magazine, Sunset magazine, Travel Portland and Travel Oregon guides and other publication advertising to the City's Park and Recreation Department, which will fulfill visitor-information order requests.

**h. Print and online promotions:** Trev Naranche indicated that the new website and branded brochures together position Explore Wilsonville for better marketing promotional outreach to visitors by being able to provide a quality visitor-information website coupled with print brochure fulfillment.

**i. ExploreWilsonville.com tourism website re-design:** Trev Naranche reviewed the redesigned ExploreWilsonville.com tourism website that re-launched in September. David Stead noted some formatting display problems when looking at the site in mobile smart phone (display box text getting cut-off/truncated).

**j. STR lodging trends report:** Mark Ottenad presented the STR lodging trends report for Sept 2018 YTD, showing similar lodging data for a year earlier after having a higher than average occupancy the year prior due to the August 2017 solar eclipse event.

Members asked additional questions regarding the comparable options, wondering if all of the Portland metro region or aggregated portions of the three metro counties could be used as a comparable. Previously, the committee had spent consider time discussing various potential comparable markets and arrived at Troutdale as a quality comparable. Trev Naranche said that he would inquire with STR regarding options for other comparable markets and costs.

**k. Proposed comprehensive benchmarking lodging report:** Committee members asked what kinds of data trends would be good to use to benchmark Explore Wilsonville tourism promotion efforts by Vertigo Marketing. STR data for Demand and Tax Collections metrics are the most important ones. A question became how to incorporate Wilsonville's TLT collections as a component of the metric.

Mark Ottenad indicated that Vertigo Marketing consultants were to meet with Finance Department staff to determine how TLT data could be used, since data comes from two counties on a quarterly basis. Committee members wondered how to track data for VRBO and AirBnB lodging.

Committee members wondered if other data sources, such as Travel Oregon Dean Runyan month reports or the TO Travel Barometer could provide benchmarking data.

Some of the performance metrics suggested during conversation included occupancy, website unique visitors count, number of leads generated by print/online ads, brochure distribution count and TLT collections.

#### **4. Adjourn**

The meeting adjourned at 3:00 pm

Respectfully submitted by Mark Ottenad on December 10, 2018.