

Wilsonville Tourism Promotion Committee



MEETING AGENDA

Tuesday, Feb. 13, 2018 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

VOTING MEMBERS

Jeff Brown, Chair
General Manager,
Holiday Inn Wilsonville

Darren Harmon,
Vice Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
Planning Commission

Dave Pearson
Executive Director,
World of Speed
Motorsports Museum

Brandon Roben
Executive Director,
Evergreen Aviation &
Space Museum

David Stead
General Manager,
Langdon Farms Golf
Club

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson, Parks &
Recreation Program
Manager (designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan, Director
Jim Austin, Community
Relations Lead
(designee)
Casey Knopik,
Development Specialist
(designee)
Samara Phelps,
Development Lead
(designee)

**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

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing,
Lynnette Brailard
and Trev Naranche,
Principals

- 1. Welcome 1:00**
 - Committee members and guests self-introductions
- 2. Committee Business and Updates 1:10**
 - Approve Prior Meeting Minutes of Jan. 30, 2018 *
 - Open position for recruitment:
 - Position 7, term ending 6/30/2018 (can re-appoint to 3-year term)
 - Feb. 22 City Council meeting
 - Adoption of FY17/18 & 18/19 Tourism Promotion Marketing Plan
 - Town Center Plan Draft Community Design Concept
 - Survey open until Feb. 19
 - Proposed Oregon State Legislation HB 4120, re TLT * collection and remittance by online intermediaries
 - City testimony in favor
- 3. March 15 Tourism Grant Reviews & Awards 1:30**
 - Review of the Grant Programs Criteria, Purposes, History * ■
 - City Community Tourism Grant Program: \$25,000
 - County Community Partnership Grant Program: \$20,000
 - Tentative Schedule
 - 5:30 – Dinner is served
 - 6:00 – Meeting starts: City tourism grant program
 - 7:45 – Break
 - 8:00 – Meeting resumes: County tourism grant program
 - 9/9:30 – Adjourn
- 4. Adjourn 3:00**
 - Date of next meeting: Thur, March 15, 5:30–9:00 pm

* materials in packet or online ■ materials at meeting

UPCOMING EVENTS OF NOTE

Tourism Tech Symposium

Wednesday, March 7

Mt. Hood Territory is proud to present our annual Tourism Tech Symposium! Join us for fun and informative sessions designed to help you improve your business's digital marketing strategy. This year's topics include:

- Managing social media
- Website design and content
- Online business presence
- Current trends in digital marketing

Learn, network, and have your digital marketing questions answered at this special event! Find the schedule of events at the link below.

\$10 admission includes lunch and all information sessions. Please register by March 6.

RSVP: <https://www.eventbrite.com/e/2018-clackamas-county-tourism-tech-symposium-tickets-42538301204>

2018 Oregon Governor's Conference on Tourism, Bend, Ore.

April 29 - May 1, 2018

The Oregon Governor's Conference on Tourism is the state's premier gathering for tourism professionals.

Each spring, Oregon's travel and tourism industry comes together at the Oregon Governor's Conference on Tourism. We gather to educate, share and develop new ways to create the best Oregon experience possible for our visitors and the industry itself. The 2018 conference will be held at the Riverhouse on the Deschutes in Bend. Registration for the event will open in January 2018.

Info: www.OregonTourismConference.com.

Vertigo Marketing Contact Info - www.VertigoMarketing.com

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