

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, April 11, 2019 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall



VOTING MEMBERS

Jeff Brown, General Manager, Hotel Eastlund

Darren Harmon, Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson,
Vice Chair
Executive Director,
World of Speed
Motorsports Museum

Brandon Roben
CEO, Oaks Park

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,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA) "Oregon's
Mt Hood Territory"**
Danielle Cowan, Director
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, LLC
Lynette Braillard
and Trev Naranche,
Principals

- 1. Welcome** **1:00**
 - a. Committee members and guests introductions

- 2. Committee Business and Updates** **1:10**
 - b. Approve Prior Meeting Minutes of Feb. 21, 2019 * *page 3*
 - c. Terms expiring 6/30/2019; positions for reappointment/recruitment for three-year terms of service until 6/30/2022:
 - Position #1: Dave Pearson
 - Position #2: Brandon Roben
 - d. Results of March 21 Tourism Grants Awards *page 5*

- 3. Update for FY19-20 Tourism Business Plan** **1:20**
 - e. About Explore Wilsonville and Tourism Promotion Committee
A 2-page summary of FY18-19 *page 7*
 - f. Review of FY18-19 1/5-Year Action/Implementation Plan * *page 9*
 - g. Review of Draft FY19/20 1/5-Year Action/Implementation Plan * *page 20*

- 4. Update for Vertigo Marketing – Tourism Promotion** **1:45**
 - h. Review of FY18-19 Vertigo Marketing Advertising & Marketing
Scope of Work * *page 35*
 - i. Review of Draft FY19-20 Vertigo Marketing Advertising &
Marketing Scope of Work, Feb. 19, 2019 * *page 42*

- 5. Adjourn** **3:00**

Next Meeting Date: Tuesday, May 21, 1-3 pm, City Hall

* materials in packet or online ■ materials at meeting

Upcoming Events of Note

[State Heritage “Cable Trees” Dedication – City of Wilsonville and Oregon Travel Information Council](#)

**Friday, April 26, 2 pm
Memorial Park - River Shelter
8100 SW Memorial Drive
Wilsonville, OR 97070**

The City of Wilsonville and Oregon Travel Information Council are hosting a celebration at Memorial Park to dedicate two trees along the Willamette River that – quite literally – bear the scars of the role they played in facilitating the success of Oregon’s logging industry. From the mid-1800s until the 1980s, log rafts were floated down the Willamette River by tugboats, with “cable trees” on the river’s edge used to tie-down log rafts until the logs were to be delivered to the mill.

[Travel Oregon’s 2019-2021 Draft Plans Open for Comment](#)

Online comment periods close Wednesday, May 1, 5 p.m.

The 2019-2021 Draft Strategic Tourism Management Plans for each of the RDMOs are now available for your review and public comment online through May 1, 2019. These biennial draft strategic plans were developed in alignment with Travel Oregon’s strategic planning process, RCTP Guidelines and extensive input from regional stakeholders.

To view your region’s draft plan and provide comment, click on the respective regional page, join the Focus Group and create a login. Once complete, you will have the option to make comments on the various sections of the plan listed on the left hand side under “Topics.”

Online comment periods close Wednesday, May 1, 2019 at 5 p.m.

Travel Oregon will approve the Portland Region Strategic Tourism Management Plan and Willamette Valley’s Strategic Tourism Management Plan by June 30, 2019. The Oregon Tourism Commission will approve Travel Oregon’s Strategic Plan on June 11, 2019.

[Registration is now open for the 2019 Oregon Outdoor Recreation Summit,](#)

**May 13-14
Riverhouse on the Deschutes, Bend, Ore.**

Hosted by Travel Oregon, Oregon State University, Oregon Department of Fish and Wildlife, the Oregon Office of Outdoor Recreation and the Office of Governor Brown, the summit is an opportunity for all sectors of Oregon's outdoor recreation community to come together to build connections and inspire action to advance outdoor recreation.

Attendees will have opportunities to engage with local stakeholders, industry professionals, elected officials, conservation leaders, researchers, land managers and those who play a key role in Oregon’s outdoor recreation industry. Keynote speakers include endurance athlete and world-record holder Colin O’Brady and CEO of Outdoor Afro, Rue Mapp.

See www.OregonOutdoorSummit.com for more information.