

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, May 21, 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

Beth Price
Director of Sales and
Marketing, Holiday Inn
Hotel & Convention
Center Portland
South/Wilsonville

Brandon Roben
CEO, Oaks Park

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 Brailard
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, and March 21, 2019 * *page 2*
 - c. Meeting Notes of April 21, 2019 * *page 6*
 - d. Open Positions for Appointment/Re-appointment:
 - #1: Dave Pearson, term expires 6/30/2019; new term until 6/30/2022
 - #2: Brandon Roben, term expires 6/30/2019; new term until 6/30/2022
 - #6: formerly held by David Stead; term expires 6/30/2021
 - e. Real-time Expense Reporting Online by Vertigo Marketing:
https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWqJGLwByc-wbZ_Kt5T4H2ouU/edit?usp=sharing
 - f. Q1 2019 Vertigo Marketing Report ■
 - g. Draft Committee Memo to City Council, RE Request for Dedicated Staffing Resource for Tourism Program *page 8*
- 3. Review and Approve FY19-20 Tourism Business Plan 1:45**
 - h. About Explore Wilsonville and Tourism Promotion Committee:
A 2-page summary of FY18-19 page 9
 - i. Review and Approve Draft FY19/20 1/5-Year Action/ Implementation Plan *Presented initially at April 21 meeting * page 11*
- 4. Review and Approve FY19-20 Tourism Promotion Plan 2:15**
 - j. Review and Approve Draft 2, May 21, FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan * *page 26*
- 5. Adjourn 3:00**

Next Meeting Date: Doodle Poll Survey to Determine Date, possibly September

* materials in packet or online ■ materials at meeting