

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

**Tuesday, May 21, 2019 • 1 – 3 pm**  
Willamette River Room, Wilsonville City Hall

### 1. Welcome

**a. Voting members attending:** Jeff Brown, Chair Darren Harmon, Al Levit, Vice Chair Dave Pearson, Beth Price and Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** City Councilor Charlotte Lehan, Lynnette Braillard, Trev Naranche, Kevin Ferrasci O'Malley, Mark Ottenad, and Brian Stevenson.

### 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of Feb. 21, and March 21, 2019.** Committee members reviewed the meeting minutes. Brandon Roben moved and Al Levit second approval of the minutes as presented; motion passed unanimously.

**c. Meeting Notes of April 11:** Mark Ottenad indicated that the April 11 meeting notes were not official due to lack of a quorum to conduct business. Kevin Ferrasci O'Malley requested that the phrase “formatted in a chamber of commerce/tourism bureau monthly cash-flow format” be struck from the sentence “Darren Harmon and Kevin Ferrasci O'Malley asked about obtaining financial reports formatted in a chamber of commerce/tourism bureau monthly cash-flow format.” Mark Ottenad said that phrase could be removed, although he noted that Chair Darren Harmon sent to him after the April 11 meeting the WCVA tourism-bureau cash-flow chart of accounts as an example of the kind of financial reporting format requested from City.

**d. Open Positions for Appointment/Re-appointment:** Mark Ottenad reviewed various positions open for appointment/re-appointment, including Position #1: Dave Pearson, term expires 6/30/2019, new term until 6/30/2022; Position #2: Brandon Roben, term expires 6/30/2019, new term until 6/30/2022; and Position #6, formerly held by David Stead, term expires 6/30/2021. Both Dave Pearson and Brandon Roben indicated that they applied for re-appointment.

**e. Real-time Expense Reporting Online by Vertigo Marketing:** In response to committee's request for what is understood to be real-time expense reporting, Vertigo Marketing set-up financial reports that include monthly spending and actual invoices visible anytime online without a password. Mark Ottenad indicated that he believed this real-time expense reporting to be an indication of City's desire for responsive transparency in communications. The link is: [https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK\\_TWqJGLwByc-wbZ\\_Kt5T4H2ouU/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWqJGLwByc-wbZ_Kt5T4H2ouU/edit?usp=sharing)

**f. Q1 2019 Vertigo Marketing Report:** Lynnette Braillard and Trev Naranche presented the first quarter report for 2019 calendar year. Of particular note is the substantial increase of 600% year-over-year of organic website traffic that lands on ExploreWilsonville.com through a web-search without being directed by an online ad. Social media engagement is also up substantially. The February release on re-launch of Explore Wilsonville received over 80 earned-media articles, including two feature articles in the Portland Tribune / Wilsonville Spokesman.

**g. Draft Committee Memo to City Council, RE Request for Dedicated Staffing Resource for Tourism Program:** Committee members reviewed the draft letter requested at the last meeting that would be included in the June 17 City Council presentation for adoption of the

tourism business plan and tourism marketing plan. Mark Ottenad noted that the City Council had recently adopted Council Goals that include a new City position for support of coordination of tourism, and arts, culture and heritage efforts; however, the position is not currently budgeted in the FY19/20 budget. Mark Ottenad noted that the City Manager, upon hearing of the committee's request for dedicated staffing, wondered about the revenues to support such a position and if the committee was considering requesting an increase in the City's transient lodging tax that supports tourism programs. Committee members did note that several local area jurisdictions had increased their TLT over the past year.

Kevin Ferrasci O'Malley asked about using prior unexpended tourism funds from several years ago to fund the position; Mark Ottenad indicated that Council could do that, but that the committee's tourism business plan calls for using those funds to fund special projects, namely visitor profile study, year-round sports facility complex, etc. Dave Pearson moved and Al Levit seconded for the letter to be presented to Council as drafted; motion passed unanimously.

### **3. Review and Approve FY19-20 Tourism Business Plan**

**h. About Explore Wilsonville and Tourism Promotion Committee:** Mark Ottenad reviewed with the committee a two-page summary of FY18-19 activities accomplished by the Tourism Promotion Committee and would be included in the June 17 staff report to City Council.

**i. Review and Approve Draft FY19/20 1/5-Year Action/Implementation Plan:** Mark Ottenad reviewed the Draft-3 version, dated May 15, of the "FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy," aka the 1/5-Year Action/Implementation Plan. Mark Ottenad walked committee members through the primary components of the draft plan, including Tourism Promotion Committee Members, Committee Meetings; Advancing Tourism Development Priorities; Past Year's Accomplishments, FY 2018/19 Five-Year Action Plan for Tourism Development, FY 2019/18 – 2024/25; Annual One-Year Implementation Plan for July 2019 – June 2020; Components of FY19/20 Annual One-Year Implementation Plan of the Tourism; and Promotion Program in Relation to 2014 Tourism Development Strategy.

Committee members discussed that the committee should consider and discuss over the next year the concept of eventual Explore Wilsonville DMO formation. Mark Ottenad said that the plan could be modified to include discussion of "Tourism Development Strategy 1.1, Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now Explore Wilsonville." As part of this DMO discussion, committee members suggested having Travel Portland present; Beth Price noted that Travel Portland was undergoing considerable change from being destination marketing organization to a destination management organization. Mark Ottenad noted that this conversation could dovetail with RFQ process next year for tourism operations and marketing consultant services.

Committee members discussed item 3, Advance Study Effort for City to Enhance Tourism Development, of Section G. Annual One-Year Implementation Plan: FY19/20, July 2019 – June 2020. Members discussed next year's study for "feasibility assessment and accompanying proforma of a hybrid, indoor facility," and suggested adding "multi-use" after hybrid. Members agreed with Brian Stevenson suggestion that this study would not be Town Center hotel/conference center; however, the study should include a hotel option if relevant to profitable, successful operation of a year-round hybrid, multi-use indoor facility.

Committee members discussed under Section G, item 1. Tourism Promotion Committee Business, Staffing. Committee members requested that this item be amended to note Strategy

1.3, Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT)” to the tourism promotion program for consideration by City Council.

Jeff Brown moved to approve the 1/5-Year Action/Implementation Plan as amended; Brandon Roben seconded the motion. Motion adopted unanimously.

#### **4. Review and Approve FY19-20 Tourism Promotion Plan**

**j. Review and Approve Draft 2, May 21, FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan:** Lynnette Braillard and Trev Naranche reviewed in detail with the committee the “tourism promotion plan.” They noted considerably more emphasis this year on social media outreach that is now supported by a quality ExploreWilsonville.com tourism website. Trev Naranche said that initial results from the Visitor Profile Survey were used to confirm target audiences of families and young couples for outreach, and larger travel trends of visitors from the north, Washington state and Canada, being an increasing market share.

Councilor Lehan suggested that the marketing plan include specifically the purchase of a display spot for Explore Wilsonville at the I-5 Northbound French Prairie Rest Area just south of Wilsonville, which committee members agreed with. Al Levit wondered if an ad in the AAA Directory that he has utilized in the past while traveling would be worth considering.

Al Levit moved to approved the FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan as amended and Dave Pearson seconded the motion; motion adopted unanimously.

#### **5. Adjourn**

The meeting adjourned at 3:00 pm. Next meeting, like to be held in September, to be set via Doodle Poll of the committee members to occur this summer.

Respectfully submitted by Mark Ottenad on June 4, 2019.