

RESOLUTION NO. 2541

**A RESOLUTION OF THE CITY COUNCIL CREATING THE WILSONVILLE
TOURISM PROMOTION COMMITTEE**

WHEREAS, the City Council sought, after adoption in August 2012 of the *Economic Development Strategy*, to leverage existing assets and planned developments to create a strategic plan that would identify opportunities and provide recommendations to increase the City's market-share of tourism-related expenditures that benefit primarily small businesses in the retail, services and hospitality sectors; and

WHEREAS, the City Council in March 2013 requested that the City Manager recruit a volunteer task force to assist with creation of a Tourism Development Strategy and appointed City Councilor Julie Fitzgerald in an ex-officio position to chair the task force; and

WHEREAS, the City Manager issued in August 2013 a request for qualifications and through a competitive selection process selected Total Destination Marketing, an international tourism consulting firm based in Tualatin, Oregon, to act as professional consultants to advise on the creation of a Tourism Development Strategy; and

WHEREAS, the City Manager recruited and empaneled in September 2013 a 17-member task force composed of a wide range of stakeholders, including representatives of local lodging, dining and entertainment establishments; operators of agri-tourism, golf and sporting-tournaments venues; chamber of commerce principals; officials with regional tourism agencies; and residents; and

WHEREAS, Total Destination Marketing met with members of the task force over a five-month period of October 2013 through March 2014, holding five public meetings and hosting two community workshops and public-comment sessions; and

WHEREAS, the task force presented a final recommended assessment and plan of action that was adopted by the City Council on May 5, 2014, as the *Wilsonville Tourism Development Strategy, May 2014*, which set forth a blueprint for how to implement a tourism strategy for the greater Wilsonville community, including forming a "Visit Wilsonville" Destination Marketing Organization (DMO) or committee; and

WHEREAS, staff researched community tourism organizational models for approximately 50 primary “tourism” cities or regions in Oregon and found five where the local government acts as the community’s primary tourism organizer and one where the municipal government successfully started a tourism committee and spun-off the committee to become a viable nonprofit tourism and convention bureau working in close conjunction with the regional DMO; and

WHEREAS, on May 18, 2015, the City Council reviewed a proposal outline to create a City of Wilsonville Tourism Promotion Committee and directed staff to proceed as outlined.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

Section 1. Tourism Promotion Committee:

1.1 The Tourism Promotion Committee (“Committee”) is hereby created as a deliberative and recommending body of the Parks and Recreation Department that reports to the City Council.

Section 2. Vision and Mission:

2.1 The Committee’s Vision and Mission are adopted from the *Wilsonville Tourism Development Strategy, May 2014*:

2.2 Vision: “In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon’s premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences.”

2.3 Mission: “To facilitate the thoughtful development of Wilsonville’s visitor economy for the benefit of visitors and partners, and to enhance the quality of life for those who live and work in the community.”

Section 3. Purpose and Duties:

3.1 The Committee shall have three primary areas of responsibility:

3.2 A. To oversee implementation of the “Visit Wilsonville” Tourism Development Strategy and charged specifically to develop a larger Five-Year Action Plan and

annual One-Year Implementation Plans for fulfilling the Tourism Development Strategy that are to be recommended to City Council for approval.

3.3 B. To make recommendations to the City Council for tourism- and visitor-related marketing, promotions, expenditures and related programs and services that result in increased tourism activity, as measured by overnight room stays at local lodging properties.

3.4 C. To supervise the application process for and the selection and disbursement of the annual Tourism Grant Programs operated by the City, including the City of Wilsonville Community Tourism Matching Grant Program (currently \$25,000 per year) and the Clackamas County Tourism Community Partnership Grant Program (currently \$20,000 per year).

Section 4. Appointment:

4.1 The Mayor appoints and the City Council confirms Committee members, who serve at the pleasure of the Council.

Section 5. Membership:

5.1 The Committee shall consist of twelve (12) members, including seven (7) voting members and five (5) non-voting ex-officio members:

5.2 The seven (7) voting members are to be drawn from the hospitality and tourism industry in the greater Wilsonville area, including representatives of the following stakeholders: Agri-Tourism, Arts & Culture, Community Events, Equestrian Tourism, Event Facility, General Retail, Lodging, Organized Sporting Events, Restaurants, and Outdoor Recreation and Tourism Attractions.

5.3 The five (5) ex-officio positions are a City Councilor who also acts as Council liaison for the committee; the City's Parks and Recreation Director, or his/her designee; a Wilsonville Chamber of Commerce representative; and two professional staff persons, one each from Clackamas County Tourism and Cultural Affairs Department and Washington County Visitors Association.

Section 6. Term of Voting-Member Appointments:

- 6.1 Staggered three-year terms based on the fiscal year, scheduled so that two (2) or three (3) members are appointed or reappointed each year. A vacancy in a position may be appointed as outlined in Section 4 to fulfill the remainder of the term.
- 6.2 The appointment of a member shall automatically terminate upon the member's unexcused absence of three (3) consecutive meetings during a 12-month period. A member may serve a maximum of three (3) consecutive three-year terms; terms of appointment for less than three years shall not count towards the maximum time of service.
- 6.3 At the outset of the Committee, voting positions will be staggered as follows: Two (2) positions are one-year or slightly less in duration and two (2) positions are a two-year duration, and three (3) positions are full three-year appointments; assuming appointment by October 31, 2015:
 - Position #1 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19
 - Position #2 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19
 - Position #3 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
 - Position #4 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
 - Position #5 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
 - Position #6 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
 - Position #7 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Section 7. Organization and Conduct of Meetings:

- 7.1 At the first meeting of each fiscal year, the Committee will elect a chair and vice-chair from the voting members.
- 7.2 The Chair (Vice Chair in the absence of the Chair) will preside over all meetings.
- 7.3 Unless otherwise specified, Robert's Rules of Order shall govern the meetings.
- 7.4 Committee members shall serve without pay but may be reimbursed for any expenses incurred in the discharge of their duties in line with approved city policies and with prior approval of the Parks and Recreation Director.
- 7.5 The City Manager shall appoint a staff person or outside contractor to serve as secretary to keep notes of each public meeting and assist with administrative tasks.

- 7.6 The Committee will meet on an agreed-upon schedule at least four (4) times per year. The Chair may also call a special meeting with one week's advance notice. Such meeting notice may be given by email or regular mail.
- 7.7 A meeting may be held without a quorum; however, a quorum of at least four (4) voting members is required in order for the Committee to vote on any matter.
- 7.8 Committee members may participate in a meeting telephonically.
- 7.9 All meetings will be announced and open to the public.

Section 8. Voting:

- 8.1 All members are entitled to vote in person at a meeting, regular or special. Proxies are not allowed.
- 8.2 A majority vote of the members voting on the question will be required to carry any matters submitted. A member who abstains from a vote shall be counted as present for purposes of the quorum but not counted as having voted on the question.

Section 9. Effective Date:

- 9.1 This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting on June 15, 2015, and filed with the Wilsonville City Recorder this date.

Tim Knapp, Mayor

ATTEST:

Sandra C. King, City Recorder, MMC

SUMMARY OF VOTES:

Mayor Knapp – Yes
Council President Starr – Yes
Councilor Fitzgerald – Yes
Councilor Stevens – Yes
Councilor Lehan – Yes