

Wilsonville Tourism Promotion Committee



MEETING AGENDA

Tuesday, Dec. 12, 2017 • 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

Brandon Roben
Executive Director,
Evergreen Aviation &
Space Museum

Al Levit
Commissioner, Wilsonville
Planning Commission

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,
Lynette Brailard
and Trev Naranche,
Principals

- 1. Welcome 1:00**
 - Committee members and guests self-introductions
 - Dec. 4 Mayor's Appointment to Position No. 2, term ending 6/30/2019: Brandon Roben, Executive Director, Evergreen Aviation & Space Museum, McMinnville
 - Application by Dave Pearson, Executive Director, World of Speed Motorsports Museum, Wilsonville
- 2. Committee Business and Updates 1:10**
 - Approve Prior Meeting Minutes of Nov. 7, 2017 *
 - Open positions for recruitment:
 - Position 7, term ending 6/30/2018 (can re-appoint to 3-year term)
 - 2018 Committee Meeting Schedule
- 3. Tourism Promotion Draft Marketing Plan - Vertigo Marketing 1:20**
 - Scope of Work, Draft 1: 2018/2019 Advertising & Marketing Services, as component of contract (PSA) with Vertigo Marketing *
 - Proposed Add-on: Visitor Profile Study proposals by Destination Analysts, Inc., and RRC Associates *
 - Pocket Trip Ideas, Draft 1: Proposed 12 Thematic Day Trips
 - Proposed Creative Designs and Formats ■
 - Proposed timeline:
 - Feb. 5 City Council approval of PSA Addendum for plan
 - March 2018 plan commences
 - 'VisitWilsonville' or 'ExploreWilsonville'?
- 4. Adjourn 3:00**
 - Date of next meeting TBD

* materials in packet ■ materials at meeting

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UPCOMING EVENTS OF NOTE

2018 IITA Summit, Portland, Ore.

February 4 - 7, 2018

Travel Portland is the official host of the 2018 IITA Summit. ITTA is a one-on-one appointment marketplace for inbound tour operators and U.S. Suppliers to plan travel for international visitors. The Summit also provides a variety of educational sessions on topics that impact the industry that will help shape your strategy for the coming year.

For more information or to register, visit: <https://iita.travtrade.com/Register>.

If you are interested in sponsorship opportunities, contact: ashley@travelportland.com.

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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