

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Thursday, April 27, 2017

Willamette River Room, Wilsonville City Hall

### 1. Call to Order; Welcome & Introductions

**Voting members — attending:** Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; David Stead; Elaine Swyt; Emily Bryant Utz.

**Ex-officio members, staff and guests attending:** Mike McCarty; Mark Ottenad; Samara Phelps; Brian Stevenson.

### 2. Committee Business/Updates

**Appointment of Emily Bryant Utz:** Chair Brown welcomed to Emily Bryant Utz, who was appointed by the City Council on April 17, as a member of the committee filling Position 1 with a term ending 6/30/2019.

**Approve Meeting Minutes of Prior Meeting:** Committee members reviewed the meeting minutes of March 21, 2017. Mark Ottenad noted that the portion of the minutes pertaining to tourism website had been revised from the prior version distributed with the meeting packet the week prior based on suggestions from Kevin Ferrasci O'Malley. Darren Harmon moved and Al Levit seconded to adopt the meeting minutes as presented. Minutes approved unanimously.

**Recruitment for vacant position on committee:** Mark Ottenad noted that Position 7 with a term ending 6/30/2018 that is eligible for reappointment to a three-year term is still vacant. Jeff Brown reported that he was unable to receive a return call from McMenamins Old Church & Pub; he wondered if it would be appropriate to have a member of his staff such as the marketing and sales manager apply to serve? Mark Ottenad indicated that he thought two members from the same business might not be considered appropriate, but that he would check with Legal Dept. Al Levit wondered if Antique Powerland might be interested. Emily Bryant Utz indicated that she had not heard back from Woodburn Premium Outlets, but that she would inquire again; she also noted that a principal of Willamette United Football might be interested.

**Update on Parks & Recreation Master Plan process:** Mike McCarty and Brian Stevenson gave updates on the Parks & Recreation Master Plan process, which has included focus-group meetings, stakeholder interviews and a public open-house event with 65 attending. Al Levit indicated that he noted that he did not know most of the attendees at the open house. Mark Ottenad noted that he heard considerable interest from divergent park users, including from organized sporting groups to individuals who value walking in a natural environment, as well as considerable interest in access to the Willamette River for walking along and just enjoying to canoeing and watersports.

**Attendance subsidy for May 10-12 Oregon Tourism Conference in Salem:** Mark Ottenad noted that there had been interest expressed by committee members in attending the annual Oregon Tourism Conference, which has a fee of approximately \$330; he noted that the City often covers the cost of volunteer board and commission members to attend conferences in or out of state. He also said that City policy is generally to not cover lodging costs for events within 50 miles of Wilsonville. Members discussed that providing a subsidy for such an important tourism conference was a worthy objective. Darren Harmon moved and Al Levit seconded for City tourism funds to cover the attendance costs for the Oregon Tourism Conference in an amount not to exceed \$2,000. Motion passed unanimously.

### **3. Review/Recommendation of Request for Proposals (RFP) Tourism Development & Operations Coordinator Consultant**

Committee members individually reviewed against the RFP evaluation criteria the two proposals, one by Mary Cook Swanson, AICP, Principal of Swanson Partners, LLC, in West Linn; and one by Lynette Braillard and Trev Naranche, Co-Founders of Vertigo Marketing Hospitality and Tourism Development in Bend. Committee members reviewed the four evaluation criteria—Proposer's Experience/Demonstrated Results; Qualifications of Personnel; Cost; and Proposal Quality—at 25 points each for 100 points total. Brian Stevenson collected and tallied the individual evaluation forms from each of the six voting members. Mark Ottenad announced that Swanson Partners had received a score that total 295 out of 600 points and Vertigo received 510 out of 600 points, clearly indicating a strong preference for Vertigo as the potential contractor.

Committee members discussed how to proceed with the process, including conducting a follow-up meeting with Vertigo in May. Mark Ottenad indicated that a realistic schedule could be to conduct the contract negotiations during May and June with a contract commencement date of July 1, start of the new fiscal year.

Committee members discussed that the first component of the tourism program includes developing a more detailed business plan and marketing plan; discussion ranged from a three- to a six-month period, and members indicated a preference for a three-month-long period for development of a plan with specific recommendations, especially for marketing promotions. Mark Ottenad noted that additional expenditures contained in a marketing plan could be done as an addendum to the contract, and take into account fiscal years, which run July 1 through June 30.

Committee members also discussed that the various research projects and feasibility studies would likely be separate contracts, and that members would want to discuss with Vertigo how those could be handled.

David Stead wondered if committing to the staffing resource was the best course, or if perhaps the transient lodging tax funds should be banked or accumulated to undertake a larger project, such as in support of year-round sports playing fields. Darren Harmon indicated that he agreed.

Members discussed various options on how to proceed, noting that the 1/5-Year Action/Implementation Plan's top priority was to obtain a staffing resource to advance the tourism program, which had a second priority of advancing a tourism marketing promotion program. Mark Ottenad said that moving forward with a contract with Vertigo would be alignment with the Plan advanced the committee and adopted by City Council, and that a complete change in course at this juncture had not been contemplated previously by the committee nor by Council direction.

Jeff Brown moved to recommend to the Parks and Recreation Director that the City contract with Vertigo for the Tourism Development and Operations Consultant contractor; Elaine Swyt seconded the motion. Members voted 4:2, with Jeff Brown, Al Levit, Elaine Swyt and Emily Bryant Utz voting in favor of the motion and Darren Harmon and David Stead voting no to the motion. Motion to recommend approved.

Jeff Brown moved to recommend to the Parks and Recreation Director and City Council that the feasibility study for indoor year-round sports complex start as soon as possible; seconded by Darren Harmon. Committee members discussed how this feasibility study would relate to current Parks & Recreation Master Plan effort, with members noting that they related to each other but were not necessarily dependent. Mark Ottenad noted that the committee's 1/5-Year Action/Implementation Plan, Item 3.2, called-out support for such a study. Motion adopted unanimously.

#### **4. Clackamas County “Community Tourism Matching Grant Program”**

Committee members reviewed the grant-making review/award process of the County’s “Community Tourism Matching Grant Program” that the committee had undertaken the week prior. Members indicated that the grant award process went well and appeared streamlined. Samara Phelps noted that the program was designed to be easy to participate in and had been fine-tuned after several years of implementation across a dozen communities — the program is designed to focus on helping community groups achieve a specific, focused objective. Jeff Brown wondered about the financial information of applicants; Samara Phelps indicated that the grants are generally small, and that the other, larger County tourism grant programs ask for more detailed financial data from applicants.

When asked by Jeff Brown, Samara Phelps indicated that County grant programs could help underwrite some of the proposed City tourism studies, such as a visitor profile study or an economic-impact analysis of a sportsfield complex. She noted that the schedule for grant applications for the County Tourism Grant programs was June through the Fall and that Travel Oregon tended to be in July.

#### **5. One-Year/Five-Year Action/Implementation Plan FY2017-18**

Committee members reviewed the FY16-17 version of the 1/5-Year Action/Implementation Plan and noted a number of modifications. Mark Ottenad indicated that the committee was tracking very closely to the plan’s implementation route, and was running just a bit late on the staffing resources acquisition and website/marketing components, but was moving well in the direction. Elements such as the committee assuming responsibility for the City and County tourism grant programs were right on schedule.

Committee members discussed advancing Items 3.1 and 3.2 into the next year’s program of action, and updating the Years 1 through 5 action bullet items. Mark Ottenad indicated that he would make updates as discussed by the committee and provide an updated version for review and approval by the committee at the next meeting, and then forward to the City Council for adoption.

#### **6. Next Meeting**

Committee members reviewed and discussed various dates for the next meeting, and selected Tuesday, May; Darren Harmon indicated that he would have an issue with 10 a.m. start time and requested an 11 a.m. start time, which members agreed to. Committee members requested to have the principals of Vertigo Marketing appear at the meeting if feasible; members also expressed a desire to be able to meet individually at their places of business with the principals. Mark Ottenad said that he would see what he could arrange.

Respectfully submitted by Mark Ottenad on May 12, 2017.