

Wilsonville Tourism Promotion Committee

MEETING AGENDA - Revised

Thursday, October 27, 2016 • 10 am – 12 pm

City Council Chambers, Wilsonville City Hall

VOTING MEMBERS

Jeff Brown, Chair
General Manager,
Holiday Inn Wilsonville

Darren Harmon
General Manager,
Family Fun Center

Al Levit, Vice Chair
Bike Club Coordinator;
Wilsonville Planning
Commissioner

Kathleen Mason
Community Relations
Manager, Aurora
Colony Historical
Society

David Stead
General Manager,
Langdon Farms Golf
Club

Elaine Swyt
Principal,
Mediaphysics;
Wilsonville Parks &
Recreation Advisory
Board Chair

Karla Tovar,
Marketing
Communications and
Tourism Specialist,
World of Speed
Museum

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor
Charlotte Lehan,
Council Liaison
VACANT, Parks &
Recreation Director
Brian Stevenson,
Parks & Recreation
Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan,
Director
Jim Austin, Community
Relations 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

- 1. Welcome & Introductions** **10:00**
 - Committee members and guests self-introductions

- 2. Committee Business/Updates** **10:10**
 - Appointment of Karla Tovar for Position #7 on Oct. 17
 - Approve Meeting Notes of prior meeting on Sept 27, 2016 *
 - 2017 Committee meetings schedule
 - Update on event surveying; visitor profile study; French Prairie Bridge project

- 3. Tourism Program Staffing** **10:25**
 - Draft Request for Qualifications (RFQ) for Tourism Promotion Coordinator ■

- 4. Tourism Website** **11:10**
 - Draft City response to Chamber of Commerce proposal for tourism website hosting and management ■

- 5. Tourism Grant Programs** **11:30**
 - Milestone dates draft ■

- 6. New Business** **11:45**
 - Clackamas County Tourism “Community Conversations on Strategic Priorities for 2017-2021”: Wilsonville—Wed 12/14, Location TBD
 - Co-op advertising/marketing opportunities

- 7. Next Steps** **11:50**
 - Finalize draft RFQ and website response; draft itemized budget
 - Next meeting dates: Thur 12/1 10 am – 12 pm; Thur 12/8 10 am – 12 pm

* materials in packet ■ materials at meeting