

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, November 20, 2018 • 1–3 pm

Willamette River Room, Wilsonville City Hall



**EXPLORE
WILSONVILLE!**

A POCKET (OF FUN)

VOTING MEMBERS

Jeff Brown, General Manager, Hotel Eastlund

Darren Harmon, Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson,
Vice Chair
Executive Director,
World of Speed
Motorsports Museum

Brandon Roben
CEO, Oaks Park

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,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan, Director
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, LLC
Lynette Brailard
and Trev Naranche,
Principals

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| 1. Welcome | 1:00 |
| a. Committee members and guests introductions | |
| 2. Committee Business and Updates | 1:10 |
| b. Approve Prior Meeting Minutes of Sept 27, 2018 * | <i>p. 3</i> |
| c. Reports: | |
| • Clackamas County Water Tourism Findings: Wilsonville * | <i>p. 5</i> |
| • Arts, Heritage and Culture Strategy Community Meeting | |
| • Wilsonville Proposal for RFP to Host 2020 Oregon Mayors Assn (OMA) Statewide Conference for Holiday Inn * | <i>p. 10</i> |
| d. City's Community Tourism Grant Program: Clarify event criteria to events occurring primarily within the City of Wilsonville | |
| 3. Vertigo Marketing Report | 10:40 |
| e. RRC Assoc. Summer Visitor Profile Survey Report * | <i>p. 34</i> |
| f. RRC Assoc. Winter Visitor Profile Survey Questionnaire * | <i>p. 65</i> |
| g. Pocket Trips marketing collateral | |
| h. Print and online promotions | |
| i. ExploreWilsonville.com tourism website re-design | |
| j. STR lodging trends report: Sept 2018 YTD * | <i>p. 73</i> |
| k. Proposed comprehensive benchmarking lodging report | |
| 4. Adjourn | 3:00 |
| • Next Tourism Promotion Committee Meeting:
Thur, Dec. 20, 10 am – 12 pm, at Parks & Recreation Mt Hood
Conference Room, Town Center Park, 29600 SW Park Place | |

* materials in packet or online ■ materials at meeting

Upcoming Events of Note

Oregon Tourism Commission Meeting

December 3-4

The McMinnville Grand Ballroom

325 NE 3rd Street, McMinnville

<http://industry.traveloregon.com/events/upcoming/oregon-tourism-commission-meeting-15/>

Travel Oregon 101

December 3, 9-11:30 am

The McMinnville Grand Ballroom

325 NE 3rd Street, McMinnville

<http://industry.traveloregon.com/events/upcoming/travel-oregon-101-27/>

Oregon Destination Marketing Organizations (ODMO)

2019 Annual Conference

January 22-24, 2019

Tetherow Resort, Bend, OR

<http://oregondmo.com/conferences/>