

## Wilsonville Tourism Development Strategy Task Force

### MEETING #4 AGENDA

Thursday, March 20, 2014

6:00 - 8:00 pm

Willamette River Conference Rooms  
Wilsonville City Hall  
29799 SW Town Center Loop East

1. Welcome and Introductions 6:00 pm
  - City Councilor Julie Fitzgerald, Chair
2. Recap of Draft Tourism Development Strategy (TDS) to Date 6:05 pm
  - Bill Baker, Total Destination Marketing
3. Discussion of Branding and Positioning (TDS page 28) 6:15 pm
4. Discussion of Attractors and Experiences (TDS pages 29-31) 6:20 pm
5. Discussion of Infrastructure and Placemaking (TDS pages 32-39) 6:30 pm
6. Discussion of Marketing Communications (TDS Pages 40-46) 6:45 pm
7. Discussion of Leadership and Organization (TDS Pages 47-62) 7:00 pm
8. Public comment 7:40 pm
  - City Councilor Julie Fitzgerald, Chair
9. Next steps 7:50 pm
  - Public Comment Period on Draft Strategy: March 21-31
  - City Council Work Session: Mon, April 7, 5 pm
  - **Task Force Meeting #5: Thur, April 24, 6-8 pm, at City Hall**
  - City Council Meeting: Mon, May 5, 7 pm