

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, February 14, 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.

Ex-officio members, staff and guests attending: Danny Abrego; Emily Bryant Utz, World of Speed Museum; Kevin Ferrasci O'Malley, Wilsonville Chamber; Mark Ottenad; Brian Stevenson.

2. Committee Business/Updates

Approve Meeting Notes of Prior Meeting: Committee members reviewed the meeting minutes of Dec. 1, 2016. Elaine Swyt moved and Al Levit seconded to adopt the meeting minutes as presented. Minutes approved unanimously.

Recruitment for Committee Members: Emily Bryant Utz, new Group/Tourism Specialist for World of Speed Museum, introduced herself and indicated that she had an interest in serving on the committee; she indicated prior tourism experience with the Chehalem Valley tourism group in the McMinnville area. Chair Brown said that he had spoken with Marty Limbird of Fieldhouse Athletics who declined participation at this time due to developing a new sports-facility business. Mark Ottenad reported speaking with the manager of Woodburn Premium Outlets, but did not hear back from the marketing manager. Members discussed a number of potential businesses that could be contacted, including McMenamins Old Church & Pub.

Request for Proposals (RFP) for Tourism Development & Operations Coordinator Consultant: Mark Ottenad said that the RFP has been released, advertised in the Daily Journal of Commerce, and sent to Travel Oregon, Oregon Destination Marketing Assn., Oregon's Mt Hood Territory DMO and others; he encouraged committee members to distribute. Responses are due March 16.

Mark Ottenad noted that the committee had set-aside potential dates to conduct interviews with RFP proposers, including Tue, Apr 11, Thu, Apr 13, Tue, Apr 18, and Thu, Apr 20, all 10 am - 12 pm. He noted that Thu, Apr 27, 10 am - 12 pm, is proposed as the potential date to select a proposal.

Tourism Website Cooperative Agreement with Wilsonville Chamber of Commerce: Mark Ottenad reported that the City and Chamber were reviewing draft contract and scope/rates exhibit for the Chamber to host the "ExploreWilsonville.com" tourism website.

2017 Committee meetings schedule: Committee members reviewed proposed set of dates for meetings through April 2017. Some discussion of setting a regular, monthly meeting date and time; however, dates discussed did not work for all committee members.

Draft FY2017-18 Budget for tourism program: Mark Ottenad reported that City transient lodging tax revenues had increased dramatically over the past year, increasing from an average of approximately \$250,000 per year to over \$400,000. He presented that the Finance Director planned to budget the City's traditional 50% of TLT revenues to tourism, for a proposed budget of \$200,000.

New Parks & Rec Director Named: Brian Stevenson announced the appointment of Michael McCarty of Beaumont, CA, as the City's new Parks and Recreation Director starting later in February.

French Prairie Bridge Project: Mark Ottenad announced a public Open House on Feb. 22 for the project, and that committee member David Stead was appointed to the project task force

Wilsonville Town Center Plan: Mark Ottenad announced that committee member Darren Harmon was appointed to the project task force.

3. New Business

Brian Stevenson presented on the City “Community Tourism Matching Grant Program,” and provided a summary and copies of applications received. He noted five applicants applied for \$30,000 of \$25,000 of available grant funds. He indicated that Feb 22 was the date for the committee to meet to hear from applicants and make disbursement decisions on applications.