

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Thursday, May 31, 2018 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall

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

**a. Voting members attending:** Jeff Brown, Chair; Darren Harmon, Vice Chair; Dave Pearson and Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** Erica Behler; Lynnette Brailard; Mike McCarty; Trev Naranche; Kevin Ferrasci O'Malley; Samara Phelps; Mark Ottenad; Wayne Richards; Brian Stevenson; and Veronica Stewart, Century Hotel.

### 2. Committee Business and Updates

**b. Approve Meeting Minutes of Prior Meetings:** Committee members reviewed the draft meeting minutes of April 12, 2018. Darren Harmon moved and Dave Pearson seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

**c, d. Terms expiring 6/30/2018:** Mark Ottenad indicated that current members had reapplied to serve a three-year term: Darren Harmon, Position # 5, and David Stead, Position # 6. Position #7 is vacant and under recruitment.

**e. 2018 City tourism grant award** of \$4000 to Wilsonville Kiwanis to produce Aug. 25 Kiwanis Kids Fun Run is now cancelled, and funds to be returned to City reported Brian Stevenson.

**f. Next meeting:** Members discussed not meeting during the busy summer tourism months and to reconvene in late September. Mark Ottenad said that he would send out a Doodle Poll closer to September to determine an optimum meeting date.

Members indicated that they would appreciate receiving quarterly updates from the Vertigo Marketing team regarding SEO metrics and other promotional and program status information.

### 3. Annual Update of Tourism Promotion Business Plan

**g. Review and approve Revised Draft of the FY18/19:** Committee members reviewed the final revised draft of the “1/5-Year Action/Implementation Plan” that acts as the tourism promotion program business plan for the next fiscal year, 2018-19. Mark Ottenad noted that the plan was scheduled for Council adoption on July 16.

Darren Harmon moved and Brandon Roben seconded a motion to recommend the “1/5-Year Action/Implementation Plan” as presented for adoption by the City Council. Motion approving plan passed unanimously.

### 4. Vertigo Marketing Report

**h. Visitor Profile Study:** Lynnette Brailard reported that the survey instrument/questionnaire has been developed, with the online version of the survey now available. She noted that survey locations for in-person intercept surveys are being secured by contacting property owners/managers for permission; she presented a sample letter of request for permission. She reported that RRC Assoc. are to start intercepts at the June 2-3 Festival of the Arts.

Samara Phelps asked about Question 1 in relation to Q5: “Wilsonville area” versus “Wilsonville and other cities.” Lynnette replied that Q5 was attempting to drill down on a specific city that might be named.

**i. Marketing Updates:** Trev Naranche showed print ads submitted to AAA *Via* magazine, Oregon’s Mt Hood Territory (OMHT) and Travel Portland guide. He noted that the first STR report on lodging activity would be available at the end of August.

Lynnette Brailard reported that professional models and photographers are being lined-up for a June 11 photo-shot session. Exact locations are being determined and include all primary Wilsonville tourism attractions.

**j. Review Draft 1 of the Explore Wilsonville Pocket Guide:** Trev Naranche reviewed first drafts of the Explore Wilsonville Pocket Guide “pocket trip” cards, both print and online versions; online version of cards are to link to a corresponding webpage for that particular pocket trip that provides more information. Brian Stevenson suggested using a symbol other than the plus sign (+) to separate items listed in the pocket trips.

Members discussed what events to advertise; agreement to promote those events that City helps to fund or support.

Samara Phelps asked about how to inform on spatial relationships of various attractions that are called-out on the themed pocket trips. Trev Naranche responded that the current map is simple to show Wilsonville is relation to the various attractions. He also said that Vertigo Marketing would work to make work better in an online format with links to information and a map.

Jeff Brown suggested have mileage distance listed from Wilsonville to the various attractions listed in the pocket trips or the website – rather than listing the travel time. Samara Phelps seconded the concept, noting that OMHT was moving away from time measurements in promotional materials.

**k. Review ExploreWilsonville.com redesign mock-ups:** Lynnette Braillard presented draft page designs for updating ExploreWilsonville.com tourism website. Samara Phelps said that she found the clean look and consistent branding very positive and professional looking. If the website is to directly assist visitors with securing overnight lodging accommodations, she noted that OMHT buys into the Expedia online product for their hotel reservations function.

Brian Stevenson asked about social media presence plans. Lynnette Braillard said that she had a list of event to use as a promotional lead, and that she can manage social media promotion remotely from Bend office. Brian Stevenson noted that Erica Behler could also assist in social media promotion via the City’s Facebook pages.

A question was raised on How to do specials or promotions for visitors online. Lynnette Braillard reported that she plans for a special section of the website to feature promotional rates and other specials or deals.

Darren Harmon said that he really liked the OMHT social media promotional work and pages.

An issue was noted that ExploreWilsonville.com should list a policy for what kind of attractions and events qualify for posting to the website.

When asked regarding the ability of the redesigned website to work on mobile devices, Lynnette Braillard reported that it was fully mobile-compliant from the outset. She noted that she would send during the summer a website link for committee members to preview the final product prior to going live.

She noted that after the website goes live, the remainder of the digital/online marketing plan kicks in, including Google ads for ‘word search’ buys by Vertigo Marketing. x

**l. Benchmark tourism metrics to establish baseline for future:** Lynnette Braillard and Trev Naranche said that they would work with City staff to finalize a quarterly report format to benchmark website traffic, SEO highlights, lodging occupancy and rates and social media likes/followers.

When asked about how to handle traveler reviews or testimonials, Lynnette Braillard said that ExploreWilsonville.com would link to Trip Advisor and Facebook for comments.

Jeff Brown requested that quarterly reports include any comments received on the website.

When asked by Lynnette Braillard, all committee members indicated that they cover provide items or services of value as promotional gifts during the website re-launch and to entice visitors to respond to the visitor profile study survey questionnaire.

## 5. Adjourn

The meeting ended at 12:00 pm

Respectfully submitted by Mark Ottenad on June 20, 2018.