

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, February 21, 2019 • 1 – 3 pm

12:30 pm — *Optional Museum-Floor Walk and Automotive-Space Tour
with World of Speed Executive Director Dave Pearson*

World of Speed Motorsports Museum,
27490 SW 95th Avenue, Wilsonville



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) "Oregon's
Mt Hood Territory"**
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

- 1. Welcome** **1:00**
 - a. Committee members and guests introductions
- 2. Committee Business and Updates** **1:10**
 - b. Upcoming Events of Note *page 2*
 - c. Approve Prior Meeting Minutes of Dec. 20, 2018 *page 3*
 - d. Committee recruitment for Position 7 term ending 6/30/2021
 - e. City Updates:
 - Town Center Plan * *page 5*
 - Citywide Signage and Wayfinding Plan * *page 6*
 - Arts, Culture and Heritage Strategy
 - Proposed Arts & History Walking Tour
 - f. City and County Tourism Grant Programs March 21 Review * *page 16*
 - City of Wilsonville Community Tourism Grant Program: \$25,000
 - Clackamas County Community Partnership Grant Program: \$20,000
- 3. Vertigo Marketing Report** **1:30**
 - g. Vertigo Marketing Quarterly Reports on Advertising and Marketing *
 - 2018 Q3 Report *page 17*
 - 2018 Q4 Report *page 53*
 - h. Summer Visitor Profile Survey Report Highlights * *page 95*
 - i. Promotion of Explore Wilsonville, Website and 'Pocket Trips' *page 168*
 - j. Simple "Pocket Guide" brochure plan discussion * *page 170*
 - k. FY19-20 Advertising and Marketing Proposal Scope-of-Work ■

4. Adjourn **3:00**

Next Meeting Date — Tourism Grants: Thur, March 21, 6:30 pm, City Hall

* materials in packet or online ■ materials at meeting

Upcoming Events of Note

[POVA State of the Tourism Industry](#)

Wednesday, Feb. 27, 11:30 am–1:30 pm
Lunch served at 11:45 a.m.
Portland Art Museum, Kridel Grand Ballroom
1219 S.W. Park Ave., Portland

Cost to attend: \$35 (\$25 for Attractors, Captivators, Hotels and Sponsors)

RSVP by Wednesday, Feb. 20

The travel industry continues to be a driver for our global, national and local economy. What's ahead in 2019 for the Portland region? Keynote speaker Stephen Hennis of Hotelogy will share insights into Portland's hotel market and how it compares to national market trends.

The lunch will also include a panel discussion with Andrew Hoan (Portland Business Alliance), Curtis Robinhold (Port of Portland) and Janet LaBar (Greater Portland, Inc.) focusing on the future of the city. Travel Portland will share the most recent economic impact numbers, review the city's hotel market and discuss key trends that are shaping our industry.

[OMHT Tourism Tech Symposium](#)

Wednesday, March 6, 9 am – 3 pm
Clackamas County Red Soils Auditorium
150 Beaver Creek Rd
Oregon City, OR 97045

This annual event hosted by Mt. Hood Territory is a chance for you to learn digital tourism marketing skills, tips, trends and best practices from our staff and other industry professionals. This year's keynote presentation from Anvil Media will outline the basics of SEO and SEM strategies. Registration is limited to 45 participants on a first come, first served basis. \$10 fee includes light breakfast, lunch and refreshments.

[2019 Oregon's Mt. Hood Territory & Tualatin Valley Agritourism Summit](#)

Tuesday, March 19, 9 am – 4 pm
Whiskey Hill Winery & Postlewait's Vineyard
29510 South Barlow Road, Canby, Oregon

Cost: \$15

This year's summit is a bi-county collaboration between Clackamas (Mt. Hood Territory) and Washington (Tualatin Valley) Counties. Come meet

and network with other agricultural professionals and gain valuable knowledge from some of the top leaders in their fields. Registration is now open and includes a full lunch buffet and a first-ever happy hour/networking session following the event, featuring local wine and beer from Clackamas and Washington counties!

[Travel Portland Marketing Conference](#)

Wednesday, April 3: 8:30 a.m.–4 p.m.
Oregon Convention Center
777 N.E. Martin Luther King Jr. Blvd., Portland

Early-bird pricing: \$175 (\$75 for Attractors, Captivators, Hotels and Sponsors) on or before March 13.

Regular pricing: \$195 (\$95 for Attractors, Captivators, Hotels and Sponsors) after March 13.

Ticket includes light breakfast, lunch and a beverage ticket.

Travel Portland's seventh annual Marketing Conference returns Wednesday, April 3. Don't miss this opportunity to receive new marketing training from some of the best in the business. This one-day event will feature presentations by local industry leaders focusing on critical trends and best practices, curated for both small and large businesses.

[State Heritage "Cable Trees" Dedication – City of Wilsonville and Oregon Travel Information Council](#)

Friday, April 26, 2 pm
Memorial Park - River Shelter
8100 SW Memorial Drive
Wilsonville, OR 97070

The City of Wilsonville and Oregon Travel Information Council are hosting a celebration at Memorial Park to dedicate two trees along the Willamette River that – quite literally – bear the scars of the role they played in facilitating the success of Oregon's logging industry. From the mid-1800s until the 1980s, log rafts were floated down the Willamette River by tugboats, with "cable trees" on the river's edge used to tie-down log rafts until the logs were to be delivered to the mill.