



MEETING AGENDA

Tuesday, March 21, 2017 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall

VOTING MEMBERS

Jeff Brown, Chair
General Manager,
Holiday Inn Wilsonville

Darren Harmon
General Manager, Family
Fun Center

Al Levit, Vice Chair
Bike Club Coordinator;
Wilsonville Planning
Commissioner

David Stead
General Manager,
Langdon Farms Golf
Club

Elaine Swyt
Principal, Mediaphysics;
Wilsonville Parks &
Recreation Advisory
Board Chair

ADVISORY /
EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks
& Recreation Director
Brian Stevenson, Parks
& Recreation
Coordinator (designee)

Clackamas County
Tourism & Cultural
Affairs (TCA)
Danielle Cowan, Director
Jim Austin, Community
Relations Lead
(designee)
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

1. Welcome & Introductions 10:00

- Committee members and guests self-introductions
• Introduction of Michael McCarty, Parks & Recreation Director

2. Committee Business and Updates 10:10

- Approve Meeting Minutes of prior meeting on Feb. 14, 2017 *
• Recruitment for two vacant positions on committee
• Brian Stevenson promoted to Community Center Program Manager
• Review of City Community Tourism Matching Grant Program process *
• Tourism website contract with Wilsonville Chamber of Commerce
• Updates: French Prairie Bridge Project; Wilsonville Town Center Plan

3. Request for Proposals (RFP) for Tourism Development & Operations Coordinator Consultant

- Proposals due March 16 to be distributed; or discuss next steps

4. New Business 10:40

- Clackamas County "Community Tourism Matching Grant Program"
o Proposed Meeting date: Tue, April 25, 6 pm?
• 2017 Committee meetings schedule for May and beyond
• April 4 Clackamas County Tourism 'Tech Symposium' *

5. Next Meeting(s) 11:50

- HOLD for Potential Interviews with Tourism Consultant proposers
• Tue, Apr 11, 10 am - 12 pm • Thu, Apr 13, 10 am - 12 pm
• Tue, Apr 18, 10 am - 12 pm • Thu, Apr 20, 10 am - 12 pm
• PROPOSED: Tue, April 25, 6 pm – 8 pm, Clackamas County Community Tourism Matching Grant Program Review
• Thu, Apr 27, 10 am - 12 pm Willamette River Rm, City Hall
Potential recommendation on successful Tourism RFP proposer

* material in this packet

Wilsonville Tourism Promotion Committee



Clackamas County Tourism Tech Symposium

Tuesday April 4, 2017 - 8:30AM - 3PM



[**Register Today**](#)

\$10 Fee - Lunch provided
Location: Clackamas County Offices - Oregon City

Join us for a day filled with fun and informative sessions helping you to take the digital marketing strategy for your business to the next level. Learn from staff and other industry experts about:

**Content-driven website strategy - Live streaming on Facebook -
The impact of drones on businesses - Customer service through social care**

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.

CITY OF WILSONVILLE MEDIA RELEASE

For Immediate Release

February 24, 2017

CONTACT: Brian Stevenson, Recreation Coordinator
503-570-1523; stevenson@ci.wilsonville.or.us

City Awards Tourism Grants to Support Local Events

WILSONVILLE, OR — On February 22, the City of Wilsonville Tourism Promotion Committee awarded \$25,000 in grants to support local tourism events and programs with funding from the City's Community Tourism Grant Program.

Five local nonprofit organizations that sought a total of \$30,000 were awarded grants to produce major community events during the 2017 summer season:

- Wilsonville Celebration Days for the Fun in the Park festival: \$7,000
- Wilsonville Arts & Culture Council for the Wilsonville Festival of Arts: \$5,000
- Wilsonville Brewfest: \$5,000
- Wilsonville Kiwanis Club for the Kids Fun Run: \$4,000
- Wilsonville Rotary Club for the Summer Concert Series: \$4,000

Tourism Promotion Committee Chair Jeff Brown said, "The Tourism Promotion Committee is excited to be able to support these five different community events that attract not only local residents, but also draw visitors and tourists from outside of town and the region."

The Tourism Grant Program is funded by City hotel/motel tax revenues to support events and programs that promote tourism and community activities that draw both overnight and daytime visitors, which helps to support local businesses.

For information about these grant awards and future funding opportunities, contact Brian Stevenson, Recreation Coordinator, at 503-570-1523; stevenson@ci.wilsonville.or.us.

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