

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, September 27, 2016 • 1 – 3 pm

Wilsonville City Hall, Willamette River Room 1

- 1. Welcome & Introductions** **1:00**
 - Committee members and guests self-introductions
 - Summer 2016 tourism-business reports by members and guests

- 2. Committee Business** **1:20**
 - Committee membership update: re-appointments; vacant position #7 * p. 2
 - Review of Committee Charter * p. 3
 - Review of Wilsonville Tourism Development Strategy:
Five-Year Action Plan and One-Year Implementation Plan, 4/18/2016 * p. 6
 - Review/Approve Meeting Notes of prior meeting on May 17, 2016 * p. 15
 - Election of Committee Chair and Vice Chair
(required by charter at first meeting of new fiscal year)

- 3. Updates: Activities Since Last Meeting** **1:55**
 - Wilsonville Tourism Promotion Coordinator position description
draft: Director of Promotions & Conventions * p. 19
 - Preparations for Committee to take-on annual tourism grant programs:
 - City Tourism Grant Program
 - Clackamas County Tourism–Community Partnership Program
 - Updates: Website; Studies
 - Clackamas County Tourism community conversations on strategic
priorities for 2017-2021: Wilsonville—Wed., Dec 14, Location TBD * p. 22

- 4. Next Steps** **2:45**

* materials in packet

Wilsonville Tourism Promotion Committee

Upcoming Fall 2016 Meeting Dates

• Thur, Oct. 27, 10 am – 12 pm • Thur, Dec. 1, 10 am – 12 pm • Thur, Dec. 8, 10 am – 12 pm

Committee Members, October 2016

Voting Members (alpha sort by last name)

- **Jeff Brown**, General Manager, Holiday Inn Wilsonville (position 3)
- **Darren Harmon**, General Manager, Family Fun Center (position 5)
- **Al Levit**, Bike Club Coordinator; Wilsonville Planning Commissioner (position 4)
- **Kathleen Mason**, Community Relations Manager, Aurora Colony Historical Society (position 1; re-appointed to full three-year term June 2016)
- **David Stead**, General Manager, Langdon Farms Golf Club (position 6)
- **Elaine Swyt**, Principal, MediaPhysics; Wilsonville Parks & Recreation Advisory Board Chair (position 2; re-appointed to full three-year term June 2016)
- **VACANT** (position 7)

Advisory Ex-Officio Members

- **Clackamas County Tourism and Cultural Affairs**
 - Danielle Cowan, Director (or designee)
 - Jim Austin, Community Relations Lead (designee)
- **Washington County Visitors Association**
 - Carolyn McCormick, President/CEO (or designee)
 - Sylke Neal-Finnegan, APR: VP/Marketing & Communications (designee)
- **Wilsonville Area Chamber of Commerce**
 - Kevin Ferrasci O'Malley, CEO (or designee)
- **Parks and Recreation Director or designee**
 - VACANT, Parks & Recreation Director
 - Brian Stevenson, Parks & Recreation Coordinator (designee)
- **City Council Liaison:** Councilor Charlotte Lehan

Committee positions for terms of appointment:	Position #1 – 1st term - 1 yr: 10/1/15 – 6/30/16; current term: 7/1/16-6/30/19
	Position #2 – 1st term - 1 yr: 10/1/15 – 6/30/16; current term: 7/1/16-6/30/19
	Position #3 – 1st term - 2 yrs: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
	Position #4 – 1st term - 2 yrs: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
	Position #5 – 1st term - 3 yrs: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
	Position #6 – 1st term - 3 yrs: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
	Position #7 – 1st term - 3 yrs: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

(after initial appointments, subsequent terms are three years long)

City of Wilsonville Tourism Promotion Committee Charter

June 2015

The Tourism Promotion Committee is hereby created as a deliberative and recommending body of the Parks and Recreation Department with support from the City Manager’s Office subject to the following section provisions:

Section 1. Name of Committee: Tourism Promotion Committee (“Committee”).

Section 2. Vision and Mission: The Committee’s Vision and Mission are adopted from the *Wilsonville Tourism Development Strategy, May 2014*:

Vision: “In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon’s premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences.”

Mission: “To facilitate the thoughtful development of Wilsonville’s visitor economy for the benefit of visitors and partners, and to enhance the quality of life for those who live and work in the community.”

Section 3. Purpose: The Committee has three primary areas of responsibility:

- A. The Committee oversees implementation of the “Visit Wilsonville” Tourism Development Strategy and is charged specifically to develop a larger Five-Year Action Plan and annual One-Year Implementation Plans for fulfilling the Tourism Development Strategy, to be presented and recommended to City Council for approval.
- B. The Committee makes recommendations to the City Council for tourism- and visitor-related marketing, promotions, expenditures and related programs and services that will result in increased tourism activity, as measured by overnight room stays at local lodging properties.
- C. The Committee makes recommendations to City Council concerning the selection and disbursement of the annual Tourism Grant Programs operated by the City, including the Community Tourism Matching Grant Program (currently \$25,000 per year) and the Clackamas County Tourism Community Partnership Grant Program (currently \$20,000 per year).

Section 4. Appointment: The Mayor appoints and the City Council confirms Committee members, who serve at the pleasure of the Council.

Section 5. Membership: The Committee shall consist of twelve (12) members, including seven (7) voting members and five (5) non-voting ex-officio members:

The seven (7) voting members are to be drawn from the hospitality and tourism industry in the greater Wilsonville area, including representatives of the following stakeholders: Agri-Tourism, Arts & Culture, Community Events, Equestrian Tourism, Event Facility, General Retail, Lodging, Organized Sporting Events, Restaurants, and Outdoor Recreation and Tourism Attractions.

The five (5) ex-officio positions are a City Councilor who also acts as Council liaison for the committee; the City's Parks and Recreation Director, or his/her designee; a Wilsonville Chamber of Commerce representative; and two professional staff persons, one each from Clackamas County Tourism and Cultural Affairs Department and Washington County Visitors Association.

Section 6. Term of Voting-Member Appointments: Staggered three-year terms based on the fiscal year, scheduled so that two (2) or three (3) members are appointed or reappointed each year. A vacancy in a position may be appointed to fulfill the remainder of the term.

The appointment of a member shall automatically terminate upon the member's unexcused absence of three (3) consecutive meetings during a 12-month period. A member may serve a maximum of three (3) consecutive three-year terms; terms of appointment for less than three years shall not count towards the maximum time of service.

At the outset of the Committee, voting positions will be staggered as follows: Two (2) positions are one-year or slightly less in duration and two (2) positions are a two-year duration, and three (3) positions are full three-year appointments; assuming appointment by Oct. 1, 2015:

Position #1 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19

Position #2 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19

Position #3 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20

Position #4 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20

Position #5 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Position #6 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Position #7 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Section 7. Organization: At the first meeting of each fiscal year, the Committee will elect a chair and vice-chair from the voting members.

The Chair (Vice Chair in the absence of the Chair) will preside over all meetings.

An appointed City staff person or outside contractor will serve as secretary to keep notes of each public meeting and assist with administrative tasks.

The Committee will meet on an agreed-upon schedule at least four (4) times per year. The Chair may also call a special meeting with one week's advance notice. Such meeting notice may be given by email or regular mail.

A meeting may be held without a quorum; however, a quorum of at least four (4) voting members is required in order for the Committee to vote on any matter.

Committee members may participate in a meeting telephonically.

All meetings will be announced and open to the public.

Section 8. Voting: All members are entitled to vote in person at a meeting, regular or special. Proxies are not allowed. A majority vote of the members voting on the question will be required to carry any matters submitted. A member who abstains from a vote shall be counted as present for purposes of the quorum but not counted as having voted on the question.

The Tourism Promotion Committee was created by the Wilsonville City Council upon adoption of Resolution No. 2541 on June 15, 2015.

For more information, contact:

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Wilsonville Tourism Promotion Committee

**Five-Year Action Plan and
Annual One-Year Implementation Plan for the
Wilsonville Tourism Development Strategy**

April 18, 2016

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- G. Attachments**
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 - 2. Resolution No. 2541, “A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee,” June 2015.
 - 3. Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

A. Introduction

The Wilsonville Tourism Promotion Committee presents to the City Council the first Five-Year Action Plan and Annual One-Year Implementation Plan (“Plan”) for adoption by Council on April 18, 2016. Members of the committee have worked diligently to advance the objectives of the City Council as outlined in Resolution No. 2541 (2015), which furthers goals and objectives of the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Committee Members

The Wilsonville City Council appointed the seven voting members of the Tourism Promotion Committee in October 2015. Pursuant to Resolution No. 2541, the Committee elected a chair and vice chair in November.

1. **Jeff Brown, Chair:** General Manager of Holiday Inn Wilsonville and member of the Tourism Development Strategy Task Force; Position No. 3, term ends 6/30/17.
2. **Darren Harmon:** General Manager of Family Fun Center and member of Tourism Development Strategy Task Force; Position No. 5, term ends 6/30/18.
3. **Al Levit, Vice Chair:** A retired resident who is a Bike Club Coordinator and serves as a Commissioner on the Wilsonville Planning Commission; Position No. 4, term ends 6/30/17.
4. **Kathleen Mason:** Community Relations Manager for the Aurora Colony Historical Society; Position No. 1, term ends 6/30/16.
5. **David Stead:** General Manager of Langdon Farms Golf Club and member of the Tourism Development Strategy Task Force; Position No. 6, term ends 6/30/18.
6. **Elaine Swyt:** Principal of MediaPhysics and Chair of the Wilsonville Parks & Recreation Advisory Board; Position No. 2, term ends 6/30/16.
7. **Margaret Usher:** Group Sales and Tourism Manager for the World of Speed Museum; Position No. 7, term ends 6/30/18. [Note: this position became vacant in January 2016]

Housed in the City’s Parks and Recreation Department with support from the City Manager’s Office, the Tourism Promotion Committee also includes five non-voting, ex-officio advisory members composed of representatives of:

8. **Clackamas County Tourism and Cultural Affairs**, aka Oregon’s Mt Hood Territory: Danielle Cowan, Executive Director, or Jim Austin, Community Relations Lead.
9. **Washington County Visitors Association (WCVA):** Carolyn McCormick, President/CEO.
10. **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.
11. **City of Wilsonville Parks and Recreation Dept.** Director or designee: Stan Sherer, Director, or Brian Stevenson, Recreation Coordinator.
12. **City of Wilsonville City Council:** Councilor Charlotte Lehan, who also serves as the City Council liaison for the committee.

C. Committee Meetings

The committee met on seven occasions in the last quarter of 2015 and first quarter of 2016 to review and discuss the Tourism Development Strategy, prioritize the 50 potential ‘actions for success,’ and devise this plan. Meeting dates were Oct. 29, Nov. 10 and Dec. 17 in 2015; and Jan. 1, Feb. 16, March 1 and April 5 of 2016. The Committee had met the minimum requirement of Resolution No. 2541 to meet at least four times in a one-year period.

D. Advancing Tourism Development Priorities

Committee members reviewed and discussed the 50 potential ‘actions for success’ outlined in the Tourism Development Strategy adopted by Council in May 2014. The committee then prioritized strategy components, and focused on the “Year 1 Top Priorities” that were organized into theme issues for further work by two subcommittees, Organizational Structure Subcommittee (A) and Marketing & Web Priorities Subcommittee (B).

Year 1 Top Priorities and “Themed Issues” for Subcommittee Work

Strategy No.	Strategy Title / Description	Subcommittee Assigned
1.1	Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville. <i>[Create the organizational framework]</i>	A
1.3	Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).	A
1.5	Review Wilsonville Tourism Grants Program.	A
1.7	Initiate ongoing partnership and relationship-building programs.	B
2.1	Develop a destination branding strategy for Wilsonville.	B
5.1	Establish a stand-alone Wilsonville tourism website.	B
5.2	Introduce an ongoing internet marketing campaign.	B
5.3	Develop social media programs relevant to key markets.	B
5.4	Develop database and email marketing programs.	B
5.5	Optimize the online use of video.	B
5.6	Optimize linking strategies.	B
5.11	Develop and maintain a library of high-quality images and videos.	B
5.12	Optimize the use of website and social media analytics.	B
5.13	Develop an active content management and co-op marketing program.	B
5.14	Increase public awareness of the benefits of tourism.	B
5.16	Conduct ongoing visitor-satisfaction research.	B

E. Five-Year Action Plan for Tourism Development: FY 2016 – 2021

The longer-range five-year plan recommended by the committee focuses on developing the organizational infrastructure and marketing/promotion program for the proposed “Visit Wilsonville” Destination Marketing Organization (DMO). The first, annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Year 1 Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections,’ the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

- Year 1, 2015/16**
- Form Tourism Promotion Committee: recruit and appoint members; elect chair/vice-chair.
 - Committee reviews and prioritizes Tourism Development Strategy actions for success.
 - Committee develops and recommends to City Council for adoption the Five-Year Action Plan and Annual One-Year Implementation Plan.
 - Parks & Recreation staff/contractor begins work on part-time basis on tourism program as outlined in One-Year Implementation Plan.

- Year 2, 2016/17**
- Parks & Recreation staff/contractor advances to full-time position.
 - Committee assumes responsibility for tourism grant programs; refines grant criteria; advertises and awards tourism grants.
 - Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection; website construction commences and soft-launch.
 - Website content that includes classified business and events listings, images and thematic experiences is developed; implemented into online website product.

- Year 3, 2017/18**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is refined and major marketing promotion commences that includes advertisements in targeted publications, blogs and other websites.
 - Online transactional services are added to website.
 - New tourism promotional programs are implemented with key partners.
 - Committee recommends to Council to advance formation of nonprofit DMO.

- Year 4, 2018/19**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is further refined and major marketing promotion continues.
 - Online transactional services are expanded on website.
 - New tourism promotional programs are implemented with key partners.
 - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO; creates bylaws.

- Year 5, 2019/18**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is further refined and major marketing promotion continues.
 - Online transactional services are expanded on website.
 - New tourism promotional programs are implemented with key partners.
 - City with committee forms 501(c)(6) nonprofit DMO called “Visit Wilsonville.”

F. Annual One-Year Implementation Plan: July 2016 – June 2017

The one-year implementation plan seeks to advance the Year 1 top priorities of the larger five-year action plan. The first-year work plan is segmented into three main sections:

1. **Organizational Framework / Staffing Resource:** The committee seeks to have a dedicated human resource as staff or contractor for tourism development and promotion in order to advance the Strategy and the implementation/action plan. The committee also intends to assume responsibility for overseeing the tourism grant programs in Fall 2016.
2. **Online / Marketing:** The Committee seeks to have the staff or contractor focus on online/Internet website products and processes as a primary task that the Strategy identified as a top priority and the committee strongly supports.
3. **Study Efforts for City to Advance Tourism Development:** The committee makes four specific recommendations to the City Council for study efforts to advance tourism:
 - Visitor profile study.
 - Feasibility study for an all-weather/indoor, multi-purpose playing fields facility for sports tournaments and other recreational/entertainment purposes.
 - Destination marketing strategy plan.
 - Hotel/conference center study as part of Town Center Master Plan Redevelopment project.

Following are details on the key components of the proposed one-year implementation plan.

1. Organizational Framework / Staffing Resource

1.1 Staffing: In order to advance components of the “Visit Wilsonville” tourism development strategy and the action-implementation plans, the committee recommends to the City Council to provide human resources in the form of City staff or vendor contract for the fledgling tourism program. While not a slight to current staff who are assigned to tourism as ‘additional duties,’ the top priority for the committee is to obtain a dedicated human resource to do the work on a consistent, methodical basis.

The committee further recommends that the City consider retaining as employee or contract vendor a professional in the tourism-development field who is well-versed in the subject matter and would be able to advance programs with minimal committee oversight. The committee believes that this position could be funded with a portion of the City lodging-tax revenues. In effect, the tourism strategy’s proposed Destination Marketing Organization (DMO) for Wilsonville is the City’s Parks & Recreation Dept. doing business as “Visit Wilsonville.”

Members of the committee have discussed the issue of human-resource assistance with the Parks & Recreation Director, who has indicated a willingness to utilize existing staff resources to be dedicated to advancing the tourism program. The committee understands that the Director is willing to consider a budget request for dedicated staffing or vendor contract when the workload is greater than what can be handled by existing staff. The committee strongly supports having a dedicated staffing resource to advance the tourism promotion program.

The committee has reviewed a number of position descriptions and local-government RFPs for tourism development that could be utilized by City in staffing or contractor recruitment.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1:* Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville. [Create the organizational framework]

1.2 Budget Allocation: The committee recognizes and appreciates the City’s support of allocating resources for tourism through the transient lodging tax. A total of 44% of the transient lodging-tax revenues has been used for tourism and related visitor services over the past 10 years, FY 2005/06 – 2014/15, and 50% of projected revenues over the next five years, 2016/17 – 2020/21, is dedicated to tourism.

The committee suggests that the City Council may wish to consider dedicating a larger portion of transient lodging-tax revenues over time as specific staffing resources, projects and programs are proposed.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.3:* Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).

1.3 Tourism Grants Program: The committee seeks to fine-tune the tourism-related grants program that is currently under the aegis of the Parks & Recreation Advisory Board. The committee is well positioned to assume the duties of grant-program review and disbursement with the support of Parks & Recreation staff and the Chair of the Parks & Recreation Advisory Board who also sits on the committee.

The committee proposes with Park & Recreation staff assistance to focus on tourism grant program criteria and cultivate increased tourism awareness among both members of the community and grant recipients. A key element of modifying the tourism grant program will be to encourage visitors from over 50 miles away (state definition of ‘tourist’) that will stay in Wilsonville lodging facilities. Increasing overnight stays is one of the primary goals for the Tourism Promotion Program and Committee, according to Resolution No. 2541.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.5:* Review Wilsonville Tourism Grants Program; *Item 5.14:* Increase public awareness of the benefits of tourism.

2. Online / Marketing

2.1 Tourism Website: The Tourism Development Strategy document called out a primary weakness for Wilsonville tourism promotional efforts: the lack of an “authoritative website” on Wilsonville tourism recognized by Google and other Internet search engines. The committee believes the development of a tourism website and associated marketing efforts is a priority in this upcoming fiscal year.

Increasingly, travelers are using online websites, including social media sites, that work on desktop and mobile devices to obtain information on areas to be visited, as well as to book lodging and other services. Hence, the committee’s focus in the larger marketing realm is on online, Internet media as both an economical way to publish up-to-date content and reach the widest audience feasible.

One of the primary duties for tourism staff is to research and present for committee review is what online website product(s) and features would offer Wilsonville the best value for the money and staff time. A key component of a low-maintenance website is an “administrative backend” that houses a database of content composed of text data-fields and images that allows easy manipulation by non-technical personnel.

Current products to be reviewed include the state tourism agency Travel Oregon’s “Orb” online product, as well as the websites of Clackamas County “Oregon’s Mt. Hood Territory” and Washington County Visitors Association (WCVA) “Tualatin Valley dot org.” Other private-sector vendors also offer tourism-focused websites that should be considered.

To advance the critical website marketing tool, members of the committee plan to proceed with a prototype development site that can serve as a discussion tool to flesh-out the approaches City will want to take when contracting for a website product. The Marketing Subcommittee has identified a number of key factors for a website, including target audiences, tourism products being offered, key marketing attributes and assets, additional ways to attract visitors and web traffic and content focused on local attractions with overlap or shared content with other DMOs.

A growing component of Internet-based products features the ability for users to check lodging, vehicle rental and other services’ date-availability and book reservations directly online. Tourism staff would research options for online transactional marketing products and other features as noted below in relation to the tourism website. The results of the tourism website research would then be translated into a Request for Qualifications (RFQ) or Request for Proposals (RFP) that is relayed to various vendors.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.1: Establish a stand-alone Wilsonville tourism website.

2.2 Content Collection / Organization / Sharing: An important feature for marketing efforts is the ability to use copyright-free content—including text, images and videos—that may be utilized and shared freely or as desired without additional overhead royalty and license expenses. Considerable effort is required to acquire and catalog area attractions, features, etc., that then may be used in website, social media and other platforms.

A content strategy for online products and Internet marketing should be developed that provides guidance for development and expansion of website content, schedules and procedures for updating content, and ways that content may be leveraged in other channels or media for greater exposure and reach.

Staff should research and source options for the integration of online video and use of linking strategies to drive traffic and search-engine optimization. Integral to developing an image and video content collection is obtaining services of a contracted photographer/videographer.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.13: Develop an active content management and co-op marketing program; Item 5.11: Develop and maintain a library of high-quality images and videos; Item 5.5: Optimize the online use of video; Item 5.6: Optimize linking strategies.

2.3 Email Marketing: A primary tool of Internet-based marketing is the use of database email “notifiers” to alert interested parties to events, special deals and other attractors to the Wilsonville area. Tourism staff should research email marketing tools, especially ones that are integrated into the website and social media products that encourage ‘opt-in’ sign-ups to receive emails.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.4: Develop database and email marketing programs.

2.4 Social Media: Social media is a component of the larger online marketing promotional effort. Tourism staff should research social media platforms and programs that are targeted to specific niche markets, and ones that preferably offer integration with the website product.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.3: Develop social media programs relevant to key markets.

2.5 Website Analytics: One of the most powerful features of the Internet is to be able to use website traffic data to determine user interests and preferences, problems with the website content or functionality, where users are located, etc. Tourism staff should research the compatibility and integration of website analytic tools for the website product.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.12: Optimize the use of website and social media analytics.

2.6 Internet Marketing Campaigns: Tourism staff should research what kinds of services are available for Internet marketing promotions that are targeted to specific, niche markets and that utilize database marketing.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.12: Introduce an ongoing internet marketing campaign.

3. Study Efforts for City to Advance Tourism Development

The committee encourages City Council consideration to fund four studies or research/planning efforts to advance tourism development in the greater Wilsonville market:

3.1 Visitor profile study: The committee believes that more detailed information about the characteristics and profiles of visitors to Wilsonville would provide strategic insight on niche markets, marketing promotion efforts and related information. Related to the profile of visitors, is the need to conduct additional research related to what attracts visitors to Wilsonville and how well their expectations are met when visiting here.

3.2 Feasibility study for all-weather or indoor, multi-purpose playing fields facility for sports tournaments and recreational and entertainment activities: The *Tourism Development Strategy* identified that the City may be well positioned to take advantage of non-summer, shoulder-season activities such as youth and league sporting activities when local lodging occupancy is lower. The study should include financial feasibility and financing strategies.

3.3 Destination marketing strategy plan: The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City's larger branding strategy in order to maximize branding integration and marketing expenditures.

3.4 Hotel/conference center study as part of Town Center Redevelopment Plan project: The committee requests that the pending Town Center Redevelopment Plan project being undertaken by the Planning Division of the Community Development Dept. specifically include the feasibility of a private-sector or public/private partnership development and operation of a conference center and adjoining hotel. Funding for these studies could come from transient lodging-tax revenues. The Committee assumes that staff would research vendors and cost estimates and advance accordingly.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 4.9:* Support the development of all-weather, multi-purpose playing fields for sports tournaments; *Item 5.16:* Conduct ongoing visitor-satisfaction research.

Attachments

1. Tourism Promotion Committee, Tourism Subcommittee: Marketing & Web Priorities — Scoping Definition of “Visit Wilsonville” Website, January 2016.
2. Resolution No. 2541, “A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee,” June 2015.
3. Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

Wilsonville Tourism Promotion Committee

MEETING NOTES

May 17, 2016

Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; Kathleen Mason; David Stead; and Elaine Swyt.

Ex-officio members and guests attending: City Councilor Charlotte Lehan; Susan Cole; Danielle Cowan; Theonie Gilmore; Lynette Hansen; Marty Limbird, Carolyn McCormick; Kevin Ferrasci O'Malley; Mark Ottenad; Suzy Sivyver; and Brian Stevenson.

2. Organizational Matters

Re-cap of Last Meeting: Committee members reviewed the meeting notes of April 4, 2016.

Committee appointments: Mark Ottenad reported that Positions #1 and #2, held respectively by Elaine Swyt and Kathleen Mason, with terms ending 6/30/16 were scheduled for re-appointment at the June 6 City Council meeting, with full three-year terms ending 6/30/19.

Lynette Hansen, HR Manager for the 'parent affiliated' company of World of Speed Museum, Midway LLC, who had indicated previously an interest in serving on the committee had not submitted an application to serve and Position 7 was still vacant.

3. Tourism Plan at City Council

Mark Ottenad reported that the Tourism Implementation/Action Plan was presented April 18 by Vice Chair Levit before the City Council, which unanimously adopted the plan and commended the committee for an excellent work process and product for implementing the City's tourism development strategy.

4. Updates

Website prototype and ideas: Elaine Swyt presented a review of website plan for a "Path to Realize 'Visit Wilsonville'" that involved the creation of a "website content committee"; see attachment to these notes. Committee members discussed various options for updating and maintenance of a tourism website.

Danielle Cowan said that the County operates Oregon's Mt. Hood Territory website, but not on County servers, and contracts out for hosting and SEO operations. She noted that some components of a tourism website around commercial advertising and promoting alcoholic beverages or cannabis use could be problematic for city government, but less of an issue for non-public, private-sector actors. Carolyn McCormick indicated that WCVA could not host one city's website without offering to host other cities' tourism websites.

Susan Cole suggested the website could be outsourced to another entity. Mark Ottenad noted that he had spoken with Kevin Ferrasci O'Malley about the prospect of the Chamber of Commerce contracting with City to build and maintain a tourism website that could be prototype designed by Elaine Swyt. Kevin Ferrasci O'Malley spoke favorably of the potential for the Chamber to host the City's tourism website.

Wilsonville Tourism Promotion Committee

Meeting Notes

Page 2

Chair Brown moved to have the Chamber of Commerce make a proposal to the City to host a tourism website that meets the committee's online marketing needs; Vice Chair Levit seconded the motion. Committee members discussed that they thought this was a good idea that could timely advance Wilsonville's online/web presence to promote tourism. Motion passed 6-0.

Staff Reports: Brian Stevenson reported that Parks & Recreation Director Stan Sherer has announced his resignation effective July 2016, just as the Department moves into high gear with summer recreational programming and components of proposed Recreation & Aquatic Facility.

Mark Ottenad reported that City has arranged for photography of Wilsonville community events and area tourism and attractions/events that can be used royalty-free on the tourism website. He noted that the Oregon Tourism Conference provided some leads on tourism web vendors, but none appeared to offer an 'out-of-box' solution and all offered custom work.

Mark Ottenad reported that the City Council is scheduled in June 2016 to hire prospective management firm to operate a proposed Recreation & Aquatic Facility and to advance the proposed Recreation & Aquatic Facility for voter consideration of property-tax funding in Nov. 2016 election.

Mark Ottenad reported that the market analysis portion of Town Center Redevelopment Plan could lay the foundation for other, more detailed studies that may follow and serve as the first step to the hotel / conference center study. The hotel/conference center study is envisioned to be a more detailed analysis and set of recommendations than currently scoped by the Town Center Redevelopment Plan, which is to consider a number of development options. Sufficient data and analysis should be completed by 2017 that could then feed into a detailed hotel / conference center market feasibility study.

5. New Business: Proposed Sports facility

Chair Brown introduced Marty Limbird of Fieldhouse Athletics who proposes to build a large-scale fieldhouse with amenities for 500 spectators on 7.5 acres in the Borland/Stafford area off of I-205. He indicated that the facility would offer multiple venues for various sporting activities, including soccer, foot sol, volleyball and other events. He said that Fieldhouse Athletics was awaiting County land-use approvals and sought to break ground in Spring 2017 and open in Spring 2018.

In response to questions, Marty Limbird said that the majority use of the facility would be for private groups. He noted that porta potties would be used and facility would be low-water use. He said that the target was daily Monday through Friday operations rather than large events; weekends would be tournaments. He indicated that Wilsonville could provide support services for such a facility, including shuttle services to hotels and parking.

Committee members discussed the proposed facility. Susan Cole noted that that since the facility was not designed for 90% public use and was located outside of the city's jurisdictional limits, that City funding for capital construction was not possible. Mark Ottenad noted that if the City's tourism businesses benefited by the new facility, that other forms of support such as marketing or advertising of Wilsonville facilities to venue users could be appropriate.

Committee members thanked Marty Limbird for presenting, and adjourned the meeting.

Path to Realize “Visit Wilsonville”

Straw man plan suggested by Elaine Swyt

Decisions & Process

1. **Decide Web Developer & Staff Support:**
 - a. Continue with Mediaphysics pro bono assistance for design and development?
 - b. When staff support identified, Content Sub-Committee determines workflow
2. **Execute Server Mechanics - Hosting & Domain Setup**
 - a. Decide where to host
 - b. Configure domain accordingly
3. Decide if **design changes** needed (using development site as model, TC feedback)
4. Incorporate any **branding** updates (assumes no major changes)
5. **Migrate over content** to new hosting. Remove dummy content.
6. Develop a **Content Management process - Assign to Sub-Committee?**
 - a. Decide what content will remain and what will not, including artwork and video
 - b. Create an inventory for photo and video content library to use short and long-term
 - c. Assign content development – copy writing, media use
 - d. Assign decision making and workflow.
 - e. Affiliation marketing with reward system (Marketing & Content Sub Committees select and develop relationships with selected content providers)
7. **Add optimizations**
 - a. Add social media including new accounts and feeds and where needed and expense approved, curated hubs (Hootsuite, TINTUP, Gleam)
 - b. Decide and apply email database marketing system
 - c. SEO
 - d. Analytics
 - e. CDN & Cache Systems
 - f. Mobilize, where still needed
8. Incorporate **Content Efficiencies Over Time**
 - a. Calendar Plug-in/Updating System (Installed by launch)
 - b. Hospitality Central Booking Module (Installed by launch)
 - c. Online Info Search Center (Install prototype by launch)
 - d. Packaged Tours designed in using affiliate marketing tools (Marketing Sub- Committee works with content partners)
 - e. Trip Planning (Interim and long term design)

Estimated Costs

Shared Hosting: \$8/month (Go Daddy - C-Panel)

Annual Domain registration: \$12 (Go Daddy)

Hootsuite, Glean, TINTUP– Social media management: \$10-20/month

SEO – various but basic Yoast methods are no cost

Analytics/Statistical Reporting – No cost initially

CDN–\$0-\$20/month (Speed)

Backup - \$0 -\$10/month

Security - \$10/month

Features that may involve initial cost:

Calendar system, Central Booking System, Trip Planning & Mapping, Search Center, Ad modules, Stock Photo or Video subscriptions

Timeline

#1 – 5: By mid-June, 2106

#6: Sub Committees develops strategy by end of June, 2016

~ Suggested timeframe for Tourism Committee Update ~

#6: By mid July, 2016

#7: a-c by mid August, 2016;

d-e by end of year

Site is ready to launch by mid-August!

Director of Promotions & Conventions

DRAFT July 2016 – For Review

Supervisor: Wilsonville Tourism Committee/city of Wilsonville

Position: Regular Full-Time. May be required to work weekends & holidays

Typical Duties, Responsibilities, and Essential Functions:

To serve as the Director of Promotions & Conventions performing all related administrative and managerial duties associated with said position.

Responsible for developing and administering specified marketing programs, conducting market research and utilizing a competitive marketing strategy that fosters a good public image and promotes tourism assets, programs, events, and tourism resources as established by the board of directors.

The following examples of duties and responsibilities do not encompass all job requirements

- Develop & implement marketing objectives and strategies, in conjunction with the tourism committee and advertising sub-committee that result in a marketing plan and to promote tourism in the Wilsonville geographic area.
- Oversee media plan development; research and place media buys to include print, radio, billboard and television needs.
- Oversee copy development as needed for all advertising mediums.
- Coordinate and attend trade shows or conferences as needed.
- Administer all aspects of tourism programs to insure goals and objectives set forth are met.
- Develop and maintain the Wilsonville Tourism Website and coordinate a local Calendar of Events.
- Coordinate and collaborate with event and activity organizers as needed to help them promote their events.
- Acts as liaison as it relates to group tours, conventions and catering for the area.
- Acts as liaison between ad agencies, marketing agencies, printers and graphic designers, the Wilsonville Chamber, and media to coordinate projects.
- Monitor deadlines between ad agencies, printers and graphic designers and advertising companies.
- Assist in developing and supervise the production of marketing collateral needed to successfully promote tourism.
- Write and distribute press releases as needed.
- Represent the area's interests as appropriate with local and state organizations associated with tourism.
- Maintain and oversee the compilation of tourism data and statistical information that may be helpful in designing a marketing strategy.
- Attend tourism related workshops, conference and training seminars to keep abreast of new strategies and marketing techniques available to destination marketing organizations (DMO's).

- Plan, implement and manage an annual tourism budget and program of work.
- Prepare reports and make semi-annual presentations to the city councils.
- Coordinates all committee meetings, notes and necessary public notification postings.
- Assists with special projects as needed.
- Works for the Tourism Committee and city coordinating options for decision-making.
- Other related duties as assigned.

AUTHORITY & RESTRICTIONS (*supervisory capacity, signatory ability*)

- Maintain confidentiality and discretion in all areas, including the dissemination of trade secrets, planning and promotional procedures and customer information files.
- This position has limited supervisory responsibility
- Works under the direction of the Wilsonville Tourism Committee and the policies set forth by the city of Wilsonville.

MINIMUM EXPERIENCE AND SKILLS REQUIRED: :

- Considerable knowledge of the tourism industry including tour operations, meeting/convention planners, and FIT (Free/Foreign Independent Traveler) markets.
- Strong communication and public relation skills coupled with the ability to influence others in a positive manner.
- Knowledge of publication layout, design and graphics as well as related editing and writing skills.
- Ability to establish and maintain strong working relationships with the public, tourism partners, and business community and to present ideas effectively, verbally and in writing.
- Use a variety of computer software programs with specific skills in Microsoft Office and Apple products.
- Knowledge of web development, social media, and email marketing.
- Must be able to work without supervision and to organize and track multiple projects.
- Experience working with cities, committees, boards and chambers.
- Possess a valid driver's license.

Physical requirements necessary to perform tasks : * *PHYSICAL DEMANDS/WORK ENVIRONMENT (*the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations will be considered to enable individuals with disabilities to perform the essential job functions*):

Ability to work weekends, holidays and evening hours as business demands. Some overnight travel is required. While performing duties of this position, employee is required to stand for extended periods, and frequently walk, and use hands to; finger, handle, or feel objects, tools, or controls. Occasionally sit. Ability to manage stress appropriately, make decisions under pressure, manage anger, fear, hostility and violence of others appropriately. Must be able to lift boxes up to 50 lbs.

This description of duties, responsibilities and requirements is a summary, and is not intended to include all that may be assigned or required.

From: Ottenad, Mark

Sent: Thursday, August 04, 2016 9:43 AM

To: 'Jeff Brown'

Cc: darrenh@fun-center.com; 'Kevin O'Malley'; Stevenson, Brian; Councilor Charlotte Lehan; Cole, Susan

Subject: RE: Job Description - city tourism position

Hi Jeff,

Yes, conducting a Doodle poll for potential Fall meetings is a good idea. I will see about identifying an initial round of dates and then getting the poll together.

I agree that the ultimate objective of the position, as staff or contractor, is pretty much as you outline. However, **remember that the Tourism Development Strategy adopted by Council coupled with the Tourism Committee priorities provide that we first need to get some key “tourism infrastructure” components in place, such as the larger marketing program and specifically the tourism website and key marketing collateral, specific identification/logging of key tourism assets, identifying in greater detail the targeted niche markets, etc. These really need to be in place to do the kind of effective recruitment that I understand you are after for the shoulder and winter seasons. This all said, we will really need someone very good who ‘gets it’ and can move the ball without much direct oversight.**

Since we had notice of Stan’s retirement, recruitment commenced very timely and interviews are now underway, which hopefully indicates that the Director position is filled. Really can’t move the process any faster realistically.

Also, we still have a vacant position on the committee; Lynette never follow-through on an submitting an application despite multiple reminders/requests from me. So, I will need to advertise the committee opening again to see if we can get back to full complement by Fall.

Also, on a side note, City has arranged for a 9-member delegation from Yeosu City, South Korea, that we are hosting August 14-18 to stay at Holiday Inn Wilsonville while in Portland. This part of a strategy to position Wilsonville as a ‘must see’ stop when South Koreans visit the US.

Thank you.

- Mark

From: Jeff Brown [<mailto:jbrown@hiportlandsouth.com>]

Sent: Wednesday, August 03, 2016 4:11 PM

To: Ottenad, Mark

Cc: darrenh@fun-center.com; 'Kevin O'Malley'; Stevenson, Brian; Councilor Charlotte Lehan; Cole, Susan

Subject: RE: Job Description - city tourism position

Mark,

Thanks for the response. Yes lots to consider and review but I did want to give us all something to review and consider for a “first run at it.” While I understand what you have laid out below I think we need to discuss how this person operationally can move tourism forward, “Sell” Wilsonville and bring groups and conventions to our area and/or assist in the planning and developing in helping the local hotels to greater occupancies.

I’m not sure I’ve seen when our next committee meeting is so maybe a Doodle pole for some time mid/late September is in order? While I know you have lots of changes in Parks and Rec I also know you are stretched thin with responsibilities so the sooner we can make decisions on the appropriate staff person/department the more quickly we can get you to other tasks I know you are very busy in handling.

Let me know what else you need from me? I hope you're enjoying the summer!

Thanks,

Jeff Brown | General Manager

Holiday Inn Portland South Hotel & Convention Center - Wilsonville

25425 SW 95th Ave | Wilsonville, OR 97070 | 503.682.2211 main | 503.218.2024 fax

jbrown@hiportlandsouth.com / www.hiportlandsouth.com

From: Ottenad, Mark [<mailto:ottenad@ci.wilsonville.or.us>]

Sent: Wednesday, July 27, 2016 5:14 PM

To: Jeff Brown

Cc: darrenh@fun-center.com; Kevin O'Malley; Stevenson, Brian; Councilor Charlotte Lehan; Cole, Susan

Subject: RE: Job Description - city tourism position

Hi Jeff,

I apologize on the delay for responding; I've been out of the office a couple of weeks this month, and we have had a much greater than normal workload this summer in my area.

I would tend to agree with you that, based on the FY2016-17 work plan, the contracting/staffing of the tourism program, along with advancing the tourism website, appear to be the top priority items for when the Tourism Committee regroups this Fall. I have forwarded the proposed draft position description onto Brian Stevenson, Parks & Recreation Coordinator who is the Director's designee to the committee, and other city officials, including the City Council liaison, Councilor Lehan.

The draft position description looks pretty good for a 'first-pass' and could set the foundation for how to proceed. Just a few notes on my first impressions of the draft position description:

- **The marketing content of the position appears very well stated and quite thorough; I wonder if the 'convention' or meeting/event recruitment/coordinating function should be fleshed-out more; for example, responding to requests for convention/meeting info or even active recruitment of certain kinds of events that fit our 'tourism and hospitality profile,' however we may define that.**
- **Confidentiality: this is one area where government cannot accommodate due to Oregon Public Records laws that make nearly all government materials and communications open for inspection (some exemptions exist for legal and economic-development matters).**
- **A staff or contractor would report to the appropriate staff person in the Parks & Rec Dept; a staff or contractor must be supervised by a responsible staff person; a committee is Not such a supervising entity — just as the Planning Director does not report to the Planning Commission (reports to the Community Development Director) or the Parks & Rec Director does Not report to the Parks & Rec Advisory Board (reports to the Assistant City Manager).**

In thinking more about this, we may wish to consider how this position would relate to or interface with other public- and private-sector positions; for example, I am thinking of your marketing/events manager (Nicole, I believe) and that of other hotels and tourism attractions like Darren's Fun Center. That is, recruiting or responding to an inquiry for a large meeting/convention that would utilize several hotels and other attractions such as Fun Center and World of Speed so as to create a "package" of lodging and event options involving multiple parties.

Thank you.

- Mark



Clackamas County Tourism & Cultural Affairs Strategic Priorities Update for 2017-22

The Tourism Development Council (TDC) and staff of Clackamas County Tourism & Cultural Affairs (CCTCA) invites you to help us shape our strategic priorities for the next five years. Our current strategic plan (2017-22) is in its final year and we are in the process of updating it for the 2017-22 period. As a local tourism partner, your ideas and perspectives are of great value to us as we undertake this effort.

Partner participation in this [planning process](#) will involve a series of community conversations, surveys and draft priorities being generated between now and next June. Four public "Listening Sessions" are scheduled between September and December 2016 to hear from our local partners. These sessions are being held in conjunction with regularly scheduled monthly TDC meetings and will take place in communities across the county. The first session is scheduled in [Oregon City- Sept. 14th](#), followed by *Welches*-Oct. 12th, *Molalla*- Nov. 9th, and ***Wilsonville*- Dec. 14th**.

Feedback obtained from these community listening sessions, as well as input gathered from other outreach efforts, will be compiled and shared with the TDC at its February 2017 Planning Retreat. Following the retreat, a draft set of priorities will be generated and shared with partners for further input in May. Feedback on the draft priorities will help us finalize our Strategic Priorities for 2017-22 in June.

At the Listening Sessions, the discussion points below are intended to help guide the community conversations about our strategic priorities:

Discussion Points:

- What do you see as opportunities in the next five years to focus our energy and resources to build tourism in your community or in the county?
- Are there threats or barriers to tourism in your community that need to be addressed?
- What opportunities do you know of to create new or enhance existing tourism assets or attractions or events?
- Are there any new technologies, mediums or trends that you think we could capitalize on to enhance our marketing and promotion efforts?
- What new or expanded partnerships or collaboration opportunities should CCTCA be aware of to enhance the effectiveness of tourism and strengthen local community partners?
- Are there any new or emerging tourism products, markets, or packages you feel

we could direct resources to that would enhance tourism promotion and development in your community?

- Do you have any other ideas or feedback that you would like to share with the TDC and staff?

Reference Materials:

[Tourism Department Overview](#)

[Master Plan & 2012-17 Strategic Priorities](#)

This is an invitation to engage in an open-ended conversation with us. Comments can be shared in writing or in person. Written comments can be sent to Jim Austin at jim@mthoodterritory.com or via regular mail to CCTCA, 150 Beaver Creek Rd. Suite 245, Oregon City, OR 97045.

Thank you in advance for your time and feedback.