

Wilsonville Tourism Promotion Committee

DRAFT MEETING MINUTES

Wednesday, November 10, 2021

Zoom Virtual Meeting

1. Welcome

a. Voting members attending: Chair Beth Price, Vice Chair Rohit Sharma, Brian Everest, Jennifer Gage, Elaine Owen and Brandon Roben

Ex-officio members, staff, consultants and guests attending: Zoe Mombert, Mark Ottenad, Kris Ammerman, Councilor Charlotte Lehan, Alex Domine, Bridget Baeth, Cara Sjogren, Sylke Neal-Finnegan, Kevin Ferrasci O'Malley, Matt Wakefield, Dave Parulo, Laura Rogers from Datafy

The meeting was called to order at 1:01pm by Chair Price.

2. JayRay Updates

b. JayRay provided additional information regarding the geolocation information provided by Datafy. The Datafy consultant discussed how data can be collected and also mentioned that cell phone users must opt in order for their coordinates to be captured within the geofence. Users' personal information is not collected other than the location of credit-card expenditures. The information will be used to target marketing within specific clusters (such as hotels). There will be points of interest within the clusters. Datafy will provide a 3.5-year look back.

The committee discussed the proposed clusters recommended by JayRay before selecting the six clusters.

Motion: Brian Everest made a motion to select the following clusters for the geolocation project: 1) Hotels and vacation rentals; 2) outdoor recreation (parks, farms, trails...); 3) wine, beer, spirits; 4) Business travel (corporations, airport); 5) Attractions (shopping, Bullwinkle's); 6) Entire city limits. The motion was seconded by Jennifer Gage and passed unanimously.

c. JayRay shared updates regarding the recent influencer campaign including YouTube videos and blog posts by Suzi Pratt. Ms. Pratt loved Wilsonville so much that they made very compelling content to visit or move to Wilsonville.

d. The next influencer campaign will take place in December and JayRay has a short list of possible influencers to focus on a foody tour.

JayRay and consultants left the zoom meeting.

3. Review and Evaluate "Explore Wilsonville" Proposals

Staff reminded the committee that the scoring guidelines were listed in the Tourism Promotion and Destination Marketing RFP. The City received two applications from JayRay and That Random Agency. The committee was invited to share their thoughts and scores for both applications that were submitted.

Each committee member shared their scores and rationale.

Agency Proposal	1	2	3	4	5	6	7	Average
JayRay	90	92	95		95	91	94	92.83
That Random Agency	80	81	83		75	83	82	80.66

Overall, the committee was impressed with the quality of the proposal that JayRay provided. Members also liked that JayRay had experience with small destinations and experience with tourism in the Pacific Northwest. Committee members expressed extreme satisfaction with JayRay's work to date for City.

Motion: Brian Everest made a motion to recommend that City Council award the Tourism Promotion Marketing contract to JayRay. Jennifer Gage seconded the motion and it passed unanimously.

Updates were provided by committee members including:

- The City's new Nature Play Area will open this month.
- There is availability for holiday parties at the Holiday Inn.
- The United State boarders just opened.
- The Arts, Culture and Heritage Committee is moving forward.

5. Next Meeting

The next meeting date to be determined by committee poll.

6. Adjourn

The meeting adjourned at 2:44pm.

Respectfully submitted by Zoe Mombert on November 17, 2021