

# Wilsonville Tourism Promotion Committee



## MEETING AGENDA

Tuesday, Jan. 30, 2018 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

### VOTING MEMBERS

**Jeff Brown, Chair**  
General Manager,  
Holiday Inn Wilsonville

**Darren Harmon,**  
**Vice Chair**  
General Manager,  
Family Fun Center

**Al Levit**  
Commissioner, Wilsonville  
Planning Commission

**Dave Pearson**  
Executive Director,  
World of Speed  
Motorsports Museum

**Brandon Roben**  
Executive Director,  
Evergreen Aviation &  
Space Museum

**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, Parks &  
Recreation Program  
Manager (designee)

**Clackamas County  
Tourism & Cultural  
Affairs (TCA)**  
Danielle Cowan, Director  
Jim Austin, Community  
Relations Lead  
(designee)  
Casey Knopik,  
Development Specialist  
(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

### OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing,  
Lynette Brailard  
and Trev Naranche,  
Principals

- 1. Welcome 1:00**
  - Committee members and guests self-introductions
  - Jan. 4 Mayor's Appointment to Position No. 1, term ending 6/30/2019: Dave Pearson, World of Speed Motorsports Museum
- 2. Committee Business and Updates 1:10**
  - Approve Prior Meeting Minutes of Dec. 12, 2017 \*
  - Open position for recruitment:
    - Position 7, term ending 6/30/2018 (can re-appoint to 3-year term)
  - Decide March Committee Meeting Schedule: Tourism Grant Reviews
    - Two tourism grant programs with different criteria:
      - City Community Tourism Grant Program: \$25,000
      - County Community Partnership Grant Program: \$20,000
    - One long evening meeting or two short evening meetings; open dates:
      - Thur 3/15; Wed 3/21; Thur 3/22
- 3. Tourism Promotion Marketing Plan Revised, Vertigo Marketing 1:25**
  - Review and Approve "Marketing Playbook" Plan, Revised Jan. 2018 \*
  - "Pocket Trips" creative Campaign Mark and Ad \*
  - Scope of Work, Revised Jan. 19, 2018: 2018/2019 Advertising & Marketing Services \*
    - Contractor retainer-services fees and pass-through costs clarified
    - City Council approval scheduled to Feb. 22
  - Visitor Profile Study
    - Review proposals by Destination Analysts, Inc., and RRC Associates \*
- 4. Adjourn 3:00**
  - Date of next meeting: Tue, Feb 13, 1-3 pm

\* materials in packet    ■ materials at meeting

## UPCOMING EVENTS OF NOTE

### **2018 IITA Summit, Portland, Ore.**

**February 4 - 7, 2018**

Travel Portland is the official host of the 2018 IITA Summit. IITA is a one-on-one appointment marketplace for inbound tour operators and U.S. Suppliers to plan travel for international visitors. The Summit also provides a variety of educational sessions on topics that impact the industry that will help shape your strategy for the coming year.

For more information or to register, visit: <https://iita.travtrade.com/Register>.

If you are interested in sponsorship opportunities, contact: [ashley@travelportland.com](mailto:ashley@travelportland.com).

### **Tourism Tech Symposium**

**Wednesday, March 7**

Mt. Hood Territory is proud to present our annual Tourism Tech Symposium! Join us for fun and informative sessions designed to help you improve your business's digital marketing strategy. This year's topics include:

- Managing social media
- Website design and content
- Online business presence
- Current trends in digital marketing

Learn, network, and have your digital marketing questions answered at this special event! Find the schedule of events at the link below.

\$10 admission includes lunch and all information sessions. Please register by March 6.

RSVP: <https://www.eventbrite.com/e/2018-clackamas-county-tourism-tech-symposium-tickets-42538301204>

### **2018 Oregon Governor's Conference on Tourism, Bend, Ore.**

**April 29 - May 1, 2018**

The Oregon Governor's Conference on Tourism is the state's premier gathering for tourism professionals.

Each spring, Oregon's travel and tourism industry comes together at the Oregon Governor's Conference on Tourism. We gather to educate, share and develop new ways to create the best Oregon experience possible for our visitors and the industry itself. The 2018 conference will be held at the Riverhouse on the Deschutes in Bend. Registration for the event will open in January 2018.

Info: [www.OregonTourismConference.com](http://www.OregonTourismConference.com).

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### **Vertigo Marketing Contact Info - [www.VertigoMarketing.com](http://www.VertigoMarketing.com)**

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