

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, Jan. 30, 2018 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Darren Harmon, Vice Chair; Al Levit; Brandon Roben and David Stead; Dave Pearson excused.

Ex-officio members, staff, consultants and guests attending: Erica Behler; Lynnette Brailard; Mike McCarty; Samara Phelps; Trev Naranche; Sylke Neal-Finnegan; and Mark Ottenad;

Mark Ottenad announced that Dave Pearson, the new Executive Director of the World of Speed Motorsports Museum, was appointed by Mayor Tim Knapp with Council concurrence to Position No. 1, term ending 6/30/2019, on Jan. 4.

2. Committee Business and Updates

Approve Meeting Minutes of Prior Meeting: Committee members reviewed the draft meeting minutes of Dec. 12, 2017. Al Levit moved and Darren Harmon seconded the motion to adopt the meeting minutes as presented. Motion approving minutes passed unanimously.

Recruitment for vacant positions on committee: Mark Ottenad said that the committee has one vacancy for position 7 with a term ending 6/30/2018.

Decide March Committee Meeting Schedule: Tourism Grant Reviews: Jeff Brown announced that the committee would need to review and make up to \$45,000 in awards from two tourism separate grant programs with different criteria. Mark Ottenad said that these were the City Community Tourism Grant Program in the amount of \$25,000 and the Clackamas County Tourism Community Partnership Grant Program in the amount of \$20,000. He indicated that the committee would need to decide if the members preferred one long evening meeting with dinner served or two short evening meetings to review applications, interview applicants and make awards. Three dates identified include Thur, March 15; Wed, March 21 and/or Thur, March 22.

Members identified the following dates:

	Thur, March 15	Wed, March 21	Thur, March 22
• Jeff Brown:	Yes		No
• Darren Harmon	Yes		
• Al Levit	No	Yes	Yes
• Brandon Roben	Yes	No	No
• David Stead	Yes	Yes	Yes

A majority indicated that March 15 would work best; members wondered if another date might be available. Mark Ottenad said that he would check on other possible with grants program administrator Brian Stevenson who could not attend the meeting today; he also said that he would check with member Dave Pearson.

3. Tourism Promotion Marketing Plan Revised - Vertigo Marketing

Lynnette Brailard and Trev Naranche, principals of Vertigo Marketing, reviewed with the committee the revised “Marketing Playbook” plan. In looking at the logo components on page

14, Lynnette noted that she had researched and found that use of a red tag on the image was not a copyright licensed image; rather, the red tag is protected when sewn onto the pocket of pants.

Committee members reviewed the SWOT (Strength-Weaknesses-Opportunities-Threats) analysis, agreeing that some of the threats (e.g., low tourism volume in off-season) were also corresponding opportunities (e.g., to increase the tourism volume in the off-season).

Jeff Brown inquired which hotels in the STR report on lodging property activities might be considered as comparable to the Wilsonville market. Trev Naranche indicated that that was a good question and open to input.

Al Levit raised a concern that use of reversed logo graphics as shown in the Style Guide section on page 15 regarding legibility at small sizes that may not be readily legible. Lynnette and Trev agreed, and indicated that the Style Guide guidelines are designed to provide answers when certain kinds of creative copy is required for print or online use. One thought was to specify that the reverse graphic could not be used below a certain size dimension for print products.

In reviewing the list of Wilsonville tourism assets on page 18, committee members made several observations and requests:

- Use of “Wilsonville-Area Assets” header would be more accurate, since many attractions are not in Wilsonville but are located in other places.
- A question was raised if there were some way to highlight or emphasize the unique Wilsonville-area attractions that differentiate this market from others.
- To the events, consider noting more of the local area mud runs and soap runs and obstacle-course challenges.
- Councilor Lehan noted that Walt Morey Park was a private park, not open to general public.

Samara Phelps suggested on the ad-copy to focus on the value or the benefit of visiting Wilsonville; for example, free parking.

Darren Harmon moved to approve the Marketing Playbook plan as amended; second on the motion by Brandon Roben. Motion to approve the plan approved unanimously.

Mark Ottenad reviewed the Scope of Work, Revised Jan. 19, 2018 for 2018/2019 Advertising & Marketing Services. He noted that contractor retainer-services fees and pass-through costs were separated and clarified for use in the a professional services agreement with Vertigo Marketing. He also noted that both the Marketing Plan and supporting 2019 Advertising & Marketing Services were scheduled for City Council approval on Feb. 22.

Visitor Profile Study: The committee reviewed the proposals for a visitor profile study submitted by Destination Analysts, Inc., and RRC Associates. Lynnette presented a draft scope of work for the visitor profile project, and noted that not too many companies perform in-person intercept interviews as part of the profile studies. All companies utilize online surveys; and all surveys require cash or gift inducements to obtain visitor cooperation in releasing personal information.

Committee members observed that the Destination Analysts, Inc., proposal was more than twice the cost of the proposal by RRC Associates, which appeared to submit a complete proposal. Lynnette clarified that the RRC fee would be \$35,000 for both the summer and winter survey projects and the Vertigo Marketing fee \$25,000 for managing the contract and performing tasks and services that RRC Associates doesn't include for both surveys.

Vertigo's tasks for the project include:

- Survey question development for two surveys
- Project oversight & coordination for two surveys
- Coordinating locations for both intercept surveys and partners for email surveys
- Incentive items/prizing
- Website development for website survey component
- Back-up staffing as needed for both surveys and travel expenses

Al Levit moved to approved Vertigo Marketing's scope of work proposal and to utilize RRC Associates for the visitor profile study; second by Jeff Brown. Motion approved unanimously.

4. Adjourn

Darren Harmon requested an update on TLT revenue collections by City, and a profit/loss income statement on the tourism program. Mark Ottenad said that he would request the information from the Finance Department, and to see about quarterly report. Lynnette Braillard and Trev Naranche both agreed that we need this to create a benchmark for tourism marketing metrics.

The meeting ended at 2:30 pm; Chair Brown noted that the next meeting of the Tourism Promotion Committee is scheduled for Tuesday, Feb. 13, 1-3 pm, at City Hall.

Respectfully submitted by Mark Ottenad on Feb. 5, 2018.

Attachments — Dec 12, 2017, Meeting Materials Presented:

- Visitor Profile Study Scope of Work Proposal

VISITOR PROFILE STUDY SCOPE OF WORK

DRAFT 1

January 30, 2018

1. Visitor Profile Study: Third party research and data analysis to get a current pulse on the Wilsonville visitor and tourism trends. The Visitor Profile Study will include the following:

- A minimum of 600 Intercept Surveys collected
- Summer intercept survey FY18/19
- Winter intercept survey FY18/19
- Email Survey (online survey link sent to visitor lists via local hotel & activity providers)
- Website survey on ExploreWilsonville.com

Based on industry expertise, value, and quality of work, Vertigo Marketing recommends hiring RRC Associates for visitor profile study services.

Additional services include:

- study question development
- project oversight & coordination
- coordinating locations for intercept surveys
- incentive item/prizing

- website development
- back-up staffing and travel

\$60,000

PROCESS

1. Contract Addendum Approved
2. Sign contract with research company
3. Initial kick-off meeting with research company
4. Determine start date & end date for survey collection
(600 surveys will need to be collected for summer and winter)
5. Identify locations/events (6-12) with heavy visitor traffic
6. Determine prize and/or incentive items
7. Produce incentive items
8. Questionnaire DRAFT 1 due by April 1
9. Finalize questionnaire
10. Develop/design online survey for
ExploreWilsonville.com
11. Confirm email survey partners (Holiday Inn, etc.).
Provide content and links to partners.