



Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, April 27, 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

Emily Bryant Utz
Group/Tourism
Specialist, World of
Speed Museum

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
2. Committee Business and Updates 10:10
• Appointment of Emily Bryant Utz to Position 1, term ending 6/30/2019
• Approve Meeting Minutes (revised) of March 21, 2017 *
• Recruitment for Position 7, term ending 6/30/2018 (eligible for reappointment to three-year term)
• Update on Parks & Recreation Master Plan process
• Attendance subsidy for May 10-12, Oregon Tourism Conf, Salem (over)
3. Review/Recommendation of Request for Proposals (RFP) 10:20
Tourism Development & Operations Coordinator Consultant
• Formal evaluation criteria scoring by each committee member *
• Discussion and recommendation for Successful Proposer
• Next steps: Reference/due-diligence check; Notice of Intent to Award; City negotiates contract and fine-tuning of scope; Meeting with Proposer
• Committee recommendation to City Council (if need be)
4. Clackamas County "Community Tourism Matching Grant Program" 11:00
• Review of grant-making review/award process
5. One-Year/Five-Year Action/Implementation Plan FY2017-18 11:30
• Status/review of current plan — Excepts of relevant portions*
• Potential modifications for next fiscal year's plan
6. Next Meeting 11:50
• Suggest 10 am – 12 pm on one of the following:
1) Thur, May 18; 2) Tue, May 23; or 3) Thur, May 25

* material in this packet

**2017 Oregon Governor's Conference on Tourism
May 10 – 12 at the Salem Convention Center**

<http://industry.traveloregon.com/oregon-governors-conference-on-tourism/registration/>

Wednesday, May 10

10 a.m. - 12 p.m.	Oregon Sports Tourism Coalition Meeting
11 a.m. – 3 p.m.	Exhibitor Registration & Set-Up
2 - 3 p.m.	Oregon Destination Marketing Organization Meeting For more information, visit ODMO's website.
3:30 p.m. – 4:30 p.m.	First Timers' Reception
4:30 p.m. – 6:30 p.m.	Exhibit Hall Opening Reception
6:30 p.m. – 9 p.m.	Oregon's Travel & Tourism Industry Achievement Awards Dinner

Thursday, May 11

6:30 a.m.	Fun Run/Walk
8 a.m. – 10 a.m.	Opening Breakfast General Session Todd Davidson, Adam Sacks
10 a.m. – 10:30 a.m.	Exhibitor Break
10:45 a.m. – 12:15 p.m.	Workshops - Session I <ol style="list-style-type: none">1. Marketing on a Shoestring2. Google Analytics in Action3. Go Global!4. Oregon's Outdoor Recreation Means Tourism Business5. What Plan? Strategic Plans & Why They Should Matter to You
12:30 p.m. – 2:15 p.m.	Lunch General Session
2:15 p.m. – 2:45 p.m.	Exhibitor Break
3 p.m. – 4:30 p.m.	Workshops - Session II <ol style="list-style-type: none">1. Marketing on a Shoestring2. Integrated Marketing3. Take Your Digital Media Strategy Global4. Advancing Your Tourism Mission through Successful Mentoring & Internship Programs5. Growing Food & Farm Trails for Thriving Rural Communities
6 p.m. – 9 p.m.	Night Out in Salem

Friday, May 12

8 a.m. – 9:30 a.m.	Breakfast General Session
9:30 a.m. – 10:20 a.m.	Exhibitor Break
10:30 a.m. – 11:50 a.m.	Workshops - Session III <ol style="list-style-type: none">1. Under the Influence: How to Work with Social Media Influencers2. Global Speed Dating3. Leverage Grant Funds to Maximize Your Tourism Footprint4. Destination Management: Lessons Learned from Iceland
12 p.m. – 1:30 p.m.	Closing Lunch General Session
1:40 p.m. – 2 p.m.	Final Exhibitor Break