

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:

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

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