

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, December 20, 2018

10 am – 12 pm

Parks & Recreation Administration Offices, Mt Hood Conference Room
Town Center Park, 29600 SW Park Place, Wilsonville



VOTING MEMBERS

Jeff Brown, General Manager, Hotel Eastlund

Darren Harmon, Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson,
Vice Chair
Executive Director,
World of Speed
Motorsports Museum

Brandon Roben
CEO, Oaks Park

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,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan, Director
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, LLC
Lynette Brailard
and Trev Naranche,
Principals

- 1. Welcome** **10:00**
 - a. Committee members and guests introductions

- 2. Committee Business and Updates** **10:10**
 - b. Approve Prior Meeting Minutes of Nov. 20, 2018 *page 2*
 - c. Draft Community Investment Strategy for Arts, Culture and Heritage: public comment until Jan. 28, 2019 *page 5*
 - d. City and County Tourism Grant Programs *
 - e. Oregon Destination Marketing Organizations (ODMO) 2019 Annual Conference, January 22-24, Tetherow Resort, Bend, OR <http://oregondmo.com/conferences/>

- 3. Vertigo Marketing Report** **10:30**
 - f. Visitor Profile Survey – Decision points *
 - g. Oregon Barometer: Proposed performance benchmarking report *page 6*
 - h. Website matters: Privacy Policy and Disclaimer *page 18*
 - i. STR lodging trends report:
 - Oct 2018 YTD *page 25*
 - Greater Portland metro region lodging properties *page 28*
 - j. Certified Folder Display distribution locations:
 - Current Explore Wilsonville ‘pocket trips’ brochure *page 30*
 - Options for Portland, Salem, welcome centers, and corporate locations *page 31*
 - Additional design/printing *page 39*
 - k. AAA Via Magazine Leads *page 46*

- 4. Adjourn** **12:00**

***Proposed Next Meeting Date:
Thur, Feb. 21, 1-3 pm, City Hall***

* material at meeting