

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, December 20, 2018 • 10 am – 12 pm

Parks & Recreation Administration Offices, Town Center Park

1. Welcome

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

Ex-officio members, staff, consultants and guests attending: Erica Behler; Lynnette Braillard; Trev Naranche; Sylke Neal-Finnegan; Kevin Ferrasci O'Malley; Beth Price; Mark Ottenad; and Brian Stevenson.

2. Committee Business and Updates

b. Approve Meeting Minutes of Prior Meetings: Committee members reviewed the draft meeting minutes of Nov. 20, 2018, and noted typo correction of “Wilsonville” on page 2. Brandon Roben moved and Al Levit seconded the motion to adopt the meetings minutes as amended. Motion approving minutes passed unanimously.

c. Draft Community Investment Strategy for Arts, Culture and Heritage: public comment until Jan. 28, 2019: Mark Ottenad reviewed components of the draft “Community Investment Strategy for Arts, Culture and Heritage,” which makes several recommendations to foster activities and programs of benefit to the community including:

- Establish an arts and culture commission to advise the City Council.
- Assist new and existing organizations to better coordinate activities, find working space and presentation venues and promote events and programs.
- Create a City position to act as tourism and culture affairs coordinator, staffing both the tourism promotion committee and proposed arts and culture commission.
- Explore construction of a joint community-use performing arts center with the school district.
- Create an arts and culture fund to facilitate community support, including increased sponsorship from the business community.

The City seeks public comment on the draft strategy until Jan. 28, 2019; the proposed plan along with a questionnaire seeking feedback on findings and recommendations is online at www.ci.wilsonville.or.us/ArtsStrategy.

Members of the committee expressed concern that the committee has primary advisory role to the City Council in the use of Transient Lodging Tax revenues, noting that the draft plan suggested TLT revenue as a potential funding source for arts, culture and heritage activities. Members noted the state mandate of tourism promotion programs to attract visitors from over 50 miles away in order to encourage overnight lodging stays.

d. City and County Tourism Grant Programs: Brian Stevenson reported that he has been contacted by a number of potential grant applicants, including sponsors of the Festival of Arts and the Salem Cycling Classic events. He indicated that he would poll committee members to locate a date in March for an evening meeting to review grant applications and to make grant awards.

e. Oregon Destination Marketing Organizations (ODMO) 2019 Annual Conference is scheduled for January 22-24, 2019, at Tetherow Resort in Bend. City as Explore Wilsonville DMO is a member and committee members may attend at discounted rate.

3. Vertigo Marketing Report

f. Visitor Profile Survey – Decision points: Guest Beth Price, Director of Sales and Catering for Holiday Inn Wilsonville, offered her lodging property as a venue to survey guests; Lynnette Braillard indicated that she would follow-up. Mark Ottenad indicated that he would contact Woodburn economic development manager to see if Woodburn Premium Outlet stores would participate.

Committee members agreed with the suggestion doing both winter and summer surveys in a similar fashion with both in-person intercept and online survey components.

g. Oregon Barometer: Proposed performance benchmarking report: With the re-launch of the ExploreWilsonville.com website with new directories and calendar of events and print materials for follow-up fulfillment, Vertigo Marketing will composing quarterly reports starting at the end of January for Q4 2018. Trev Naranche presented a chart of activities for the past and upcoming quarters, and reviewed a Longwood's August 18 report for the Willamette Valley, and noted that North Willamette Valley in Washington County is part of Travel Portland's Portland Metro Region. So, future reports will show both Willamette Valley and Portland metro area data.

h. Website matters: Events and Privacy Policy: Trev Naranche also reviewed various visitor and outdoor recreation statistical reports. Vertigo Marketing has compiled all of the Wilsonville-area events for ExploreWilsonville.com and will forward to Oregon's Mt Hood Territory and Travel Oregon. The calendar of events page was the most popular page on ExploreWilsonville.com in third quarter 2018.

Lynnette Braillard reviewed the privacy policy component of not sharing information with third-parties unless express permission is given.

Kevin Ferrasci O'Malley asked who is responding to Facebook inquiries? Lynnette Braillard said that Vertigo Marketing is responding to inquiries. Brian Stevenson said that City Parks & Recreation staff could also assist with Facebook inquiries since they do so for the City's Parks & Rec Facebook page.

i. STR lodging trends report: Comparison of Wilsonville to Troutdale for October compared to September 2018 Wilsonville occupancy is up 4% and Troutdale is down 3%.

Discussion by committee of possibly doing a new STR report for all of Clackamas and Washington Counties to gain a better sense of metro area region performance. Beth Price said that she thought Troutdale was a good comparable to Wilsonville – an “apples-to-apple” location in terms of similar size suburban city with industrial employment on metro area edge on an interstate highway.

Committee decided that utilizing the three key metrics—Occupancy, Average Daily Rate and Revenue per Room—would be best, along with STR data for Demand along with City TLT collection information, and to keep Troutdale as the Wilsonville comparable.

j. Certified Folder Display distribution locations: Committee members reviewed the current Explore Wilsonville ‘pocket trips’ brochure distribution in all state welcome centers, including PDX. Question arose that brochures should definitely be located in the busiest highway rest area of Oregon, French Prairie, located just south of Wilsonville, and perhaps other locations. Trev Naranche said that a new, simpler brochure printed in large quantities would be needed for wider distribution.

Al Levit indicated that if we are targeting visitor from over 50 miles away, that Explore Wilsonville brochures should *not* be in Portland or Salem so much as the rest of the state and along the I-5 corridor in Washington and Canada. Committee members agreed with this suggestion. Question if a new, mass-market brochure should have a QR code; discussion that QR codes are not used as often as they were in the past, but it doesn't hurt to add one. We will be able to track website visits from the brochure by using a QR code.

4. Adjourn

The meeting adjourned at 12:00 pm. Next meeting tentatively set for Thur, Feb. 21, 1-3 pm, location to be determined (World of Speed Museum was suggested).

Respectfully submitted by Mark Ottenad on January 22, 2019.