

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Thursday, February 21, 2019 • 1 – 3 pm

World of Speed Motorsports Museum, 27490 SW 95th Avenue, Wilsonville

1. Welcome

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

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

2. Committee Business and Updates

b. Upcoming Events of Note: Mark Ottenad reviewed events on page 2 of the agenda.

c. Approve Meeting Minutes of Prior Meetings: Committee members reviewed the draft meeting minutes of Dec. 20, 2018. Brandon Roben moved and Dave Pearson seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

d. Committee recruitment for Position 7 term ending 6/30/2021: Mark Ottenad indicated that guest Beth Price, Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville, was interested in applying for the position.

e. City Updates: Mark Ottenad provided brief updates on various City projects proposed or underway, including the Town Center Plan, Signage and Wayfinding Plan, Arts, Culture and Heritage Strategy and Proposed Arts & History Walking Tour.

f. City and County Tourism Grant Programs: Brian Stevenson reviewed the March 21 meeting for tourism grant awards that could total \$45,000, composed of the City Community Tourism Grant. Brian Stevenson asked the committee members how they felt about an application being submitted slightly late; he indicated that previously the Parks and Recreation Advisory Board, which had made tourism grant awards, had set a precedent by accepting applications that were just a few days late.

Chair Harmon commented that being able to consider supporting five events rather than four was beneficial to the committee and Wilsonville. Councilor Lehan noted that the committee can award less than the full amount requested by any applicant. Al Levit agreed with Chair Harmon. Dave Pearson noted that all of the applicants are community organizations seeking to benefit Wilsonville.

3. Vertigo Marketing Report

g. Vertigo Marketing Quarterly Reports on Advertising and Marketing: Lynnette Braillard and Trev Naranche provided 2018 Q3 Report and 2018 Q4 Reports that included information on current media campaigns, advertising promotions, website traffic and more information. The address listed for WCVA is incorrect on the report.

Sylke Neal-Finnigan reported that Washington County was mostly up in revenue and demand during prior quarter and Clackamas County was up 10%. Jeff Brown noted that Portland was down in most metrics due to large new supply of rooms on the market.

Jeff Brown of Hotel Eastlund and Councilor Lehan, who operates a VRBO rental, report good bookings for March and May onward, but not April.

Kevin Ferrasci O'Malley requested that AAA leads origination be added to the report. Lynnette Braillard noted that AAA leads are entered into an email campaign database and requestors are sent the Pocket Trips brochure.

Councilor Lehan asked about Explore Wilsonville presence in the popular French Prairie Rest Area just south of Wilsonville on northbound I-5. Trev Naranche indicated that Vertigo Marketing had not yet made contact with Oregon Travel Information Council or Oregon's Mt Hood Territory about promotion or placing or large number of the new proposed brochure.

Committee members discussed the current and next fiscal year budget, and indicated interest in quarterly financial TLT and expense reports. Mark Ottenad indicated that both revenue and expenses are accounted for in accrual mode, resulting in a delay in reporting; thus, quarterly data will usually be past and not reflective of current situation. Expenses are according to the budget that the Committee recommends to City Council for adoption.

h. Summer Visitor Profile Survey Report Highlights: Lynnette Braillard reviewed highlights from the 2018 Summer Visitor Profile Survey conducted by RRC Associates. Highlights include a relatively good net promoter score for an undeveloped destination, a higher than statewide average income for visitors, a bit longer overnight stay in Wilsonville compared to the Portland region and a confirmation of an emphasis on family activities. The states originating the most summer overnight lodging visitors were from Oregon, California and Washington. Five percent of overnight visitors reported bringing a pet with them traveling.

Committee members agreed that the summary highlighted the need for visitor kiosk(s) and visitor map of Wilsonville.

i. Promotion of Explore Wilsonville, Website and 'Pocket Trips': Lynnette Braillard reviewed components of the print advertising and online promotion of the various pocket trips.

Due to the press of time, the last two agenda items were not addressed:

j. Simple "Pocket Guide" brochure plan discussion

k. FY19-20 Advertising and Marketing Proposal Scope-of-Work

4. Adjourn

The meeting adjourned at 3:10 pm. Next meeting set for Thur, March 21, 6 pm, at City Hall for tourism grant reviews.

Respectfully submitted by Mark Ottenad on March 26, 2019.