

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Tuesday, February 18, 2020 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall



### 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

**Beth Price**  
Director of Sales and Marketing, Holiday Inn Hotel & Convention Center Portland South/Wilsonville

**Brandon Roben**  
CEO, Oaks Park

Positions 1 and 6 vacant

### 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) "Oregon's Mt Hood Territory"**  
Samara Phelps, Director

**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

Zoe Monahan, Assistant to the City Manager  
Mark Ottenad, Public/Government Affairs Director

### OPERATIONS AND DEVELOPMENT COORDINATOR

JayRay, LLC  
Bridget Baeth, Senior Advisor & Principal  
Ryan Millard, Advisor  
Genny Boots, Assistant Advisor

- 1. Welcome** **1:00**
  - a. Committee members and guests introductions
  
- 2. Committee Business and Updates** **1:10**
  - b. Approve Prior Meeting Minutes of October 17, 2019 and November 13, 2019 \* *page 2*
  - c. Open Positions for Appointment:
    - #1: formerly held by Dave Pearson, term expires 6/30/2022
    - #6: formerly held by David Stead; term expires 6/30/2021
  - d. Positions Expiring June 30, 2020:
    - #3: Jeff Brown
    - #4: Al Levit
  - e. Recruitment:
    - Rohit Sharma, CEO, RR Hotels Portland LLC; Pacific Northwest Petroleum, Inc: Wilsonville Hilton Garden Inn
    - New Executive Director, World of Speed
  - f. Update on City RFP for Market Feasibility Study for Year-Round Sports/Event Facility with Possible Adjacent Hotel
  - g. Update on Arts, Culture, and Heritage Strategy
  - h. Upcoming Meeting Dates
    - March 19: City and County Tourism Grant Programs Awards
    - Doodle Poll for April and May Meeting Dates
  
- 3. JayRay Report** **1:30**
  - i. Explore Wilsonville Tourism Promotion and Development and Destination Marketing Services Audit: Findings and Recommendations \* *page 6*
  - j. Progress update
  - k. Identity Exercises
  
- 4. Adjourn** **3:00**

\* Materials in packet