

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, February 18, 2020 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

### 1. Welcome

**a. Voting members attending:** Jeff Brown, Chair Darren Harmon, Al Levit, and Vice Chair Beth Price; **Excused:** Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** Mike McCarty, Zoe Monahan, Mark Ottenad, Samara Phelps and Kevin O'Malley, Sylke Neal-Finnegan, and Brian Stevenson

### 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of October 17, 2019 and November 13, 2019.** Committee members reviewed the meeting minutes. Jeff Brown moved and Al Levit seconded approval of the minutes as presented; motion passed unanimously.

**c. Open Positions for Appointment/Re-appointment:** Mark Ottenad reviewed open positions for appointment, including Position #1, formerly held by Dave Pearson with a term expiring 6/30/2022; and Position #6, formerly held by David Stead, term expires 6/30/2021. Committee members discussed potential participation by Rohit Sharma, owner of new Hilton Garden Inn hotel who has expressed interest in joining the committee.

**d. Positions expiring June 30, 2020:** Mark Ottenad reviewed the terms that will be expiring at the end of the fiscal year including Position #3 held by Jeff Brown and Position #4 held by Al Levit. Mr. Brown identified that he will not be seeking reappointment while Mr. Levit expressed interest in continuing to serve on the committee.

**e. Recruitment:** Mark Ottenad provided an update on current outreach for potential committee members to fill the open positions including outreach to Rohit Sharma and discussion with the World of Speed.

**f. Update on City RFP for Market Feasibility Study for Year-Round Sports/Event Facility with Possible Adjacent Hotel:** Brian Stevenson provided an update on the facility and asked for any input on questions to be sent to him. He is working to schedule the interviews. Appears that the applicants will be in person. The committee members are invited to attend but must commit to both days. 1-4pm on March 10 and 12. The study is expected to be complete by the end of the year.

Mr. Stevenson also provided an update on the Community Tourism Program (\$25,000) and Clackamas County Partnership program (\$15,000). There was conversation about the Fun and the Park. This may be the last year of the program. They need volunteer support.

The committee could make a recommendation to City Council to increase the award amount for the community tourism funding for future grant cycles.

**g. Update on Arts, Culture, and Heritage Strategy:** Mark Ottenad provided a brief update. This project will be moving forward and he has been in communication with a possible consultant to help finalize this project.

**h. Upcoming meeting dates:** Zoe Monahan provided a reminder to the committee about upcoming meeting dates. The next Tourism Promotion Committee Meeting will take place on March 19, 2020, to review the community tourism program grants and the Clackamas County Partnership Program grant. Committee members will receive a doodle poll to select the April and May meeting dates.

### 3. Jay Ray Report

**i. Explore Wilsonville Tourism Promotion and Development and Destination Marketing Services Audit:** Bridget Baeth started off the discussion. She reminded the committee that they have a team of 12 to support the account. She asked that the committee “think big picture” during the discussion.

Goals – The goals were prepared based on the past RFP and conversations. They should be a broad level action

Goal - Visitors choose to stay in Wilsonville – basecamp to explore the greater area- 25 mile radius

Objectives – Increase destination awareness, differential from others, grow local love, grow shoulder season, influence destination development, extend stays and repeat visits

Visitor Profile Study Overview was presented:

- Visitors are 35- 54 (35%), Most travel with a companion (81%)
- People come back – 83%
- Most don't recall Explore Wilsonville – 98%
- Most people are not planning based on brochures and newspapers
- 84% day trip
- 43% from Oregon
- 24% Portland
- 15% Sea – Tac Washington
- Most stayed with friends/ Family (57%)
- 86% positive impressions
- People want to be reached by social media
- Sentiment is low from the resident's perspective –little to do, shopping not good, terrible traffic, need festivals that celebrate our history.
- Unsure of tourism assets, quality of restaurants, and lodging is fair

There was a discussion about the findings from the audit:

- Brand identity confusion – 10 brand propositions (need to narrow)
- Discussion about the the current logo?
- Ads focus on a specific audience, but not all pocket guides
- Discussion about visitor guide distribution
- Pocket trips need more information.
- Past funds have been spent on print advertising
- Advertising is not placed in Wash. Rest stops
- Provide a map with points of interest
- Suggesting spending more in social medial and less on hardcopy
- Will focus on four public relations techniques
- Micro influencer will be brought to the market to blend the conversation

- Main focus on the website is focused on the peak season. Destination are currently only provided from one season.
- Need to optimize the mobile experience.
- Pocket trips landing is the most viewed site.
- Redesign home page to make it more user friendly
- Doesn't answer the "Why Wilsonville?" – too generic
- Use user generated content – other people's pictures
- More communication between other groups in the area
  - Be respectful to the radius (promoting the Coast and Multnomah Falls are not the best options)
  - Focus on under tourism
  - Provide examples of half and full day opportunities.
  - Supporting the collaboration of the Oregon21.

**j. Progress Update:**

The next year and with the marketing plan there may be some more work being done. Can fit brand identity – expand (minor logo and color). More budget will be required for research (Brand promise, position and personality)

Making a social calendar and will have a strategic plan. Suggestion to reduce print and to use the funds for a rebrand. (\$9,000 certified, \$18,000 printing) suggestion is to move to digital advertising. Certified contract will be up in April – requested that they are not renewed.

Future needs and project would require a request as a part of the city budget.

**4. Adjourn**

The meeting adjourned at 3:09 pm. Next meeting is March 19, 6-8 pm.

Respectfully submitted by Zoe Monahan on March 10, 2020.