Wilsonville Tourism Promotion Committee

MEETING NOTES

Tue., March 1, 2016 • 10 am – 12 pm

Willamette River Room
Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; David Stead; and Elaine Swyt. **Excused**: Kathleen Mason.

Ex-officio and guests: City Councilor Charlotte Lehan; Jerry Greenfield, Planning Commissioner; Lynette Hansen; Kevin O'Malley; Mark Ottenad; Suzy Sivyer; and Brian Stevenson.

2. Organizational Matters

Re-cap of Last Meeting: Committee members reviewed the meeting notes of Feb. 16, 2016.

Meeting agendas: Councilor Lehan requested that meeting agendas list the names of committee members and support staff.

Committee recruitment/positions: Mark Ottenad noted that committee member Margaret Usher of World of Speed Museum was no longer with the organization, which created a vacancy in Position #7 with a term ending 6/30/18. Chair Brown noted that two hospitality and tourism managers he had thought of as candidates were either not interested or no longer employed at the business in Wilsonville.

Guest Lynette Hansen indicated that she was interested in participating as a member of the committee to fill the vacant position. Lynette Hansen serves as the HR Manager for the 'parent affiliated' company of World of Speed Museum, Midway LLC, and previously had been a corporate travel planner

Mark Ottenad also noted that Positions #1 and #2 have term ending 6/30/16; he stated that at the outset of the formation of the committee, that the positions' terms were staggered so that members terms would expire at various times rather than all at once. Regular terms of the committee are for three years.

Elaine Swyt indicated that she intended to re-apply for the position on the committee. Subsequent to the meeting, Kathleen Mason indicated an interest in re-applying for the position also.

3. Draft Tourism Plan Recommendation to City Council

Committee members began the process to review and discuss elements of Draft 2 of Five-Year Action Plan and Annual One-Year Implementation Plan, including reviewing a list of items for discussion. Mark Ottenad noted that he had updated Draft 1 with comments and feedback received to produce the new Draft 2.

Al Levit suggested removing from the Plan Strategy 4.9, “SPORTS Support the development of all weather, multi-purpose playing fields for sports tournaments,” since it was not assigned to a subcommittee for further review, and therefore was not applicable in the Plan. Committee members discussed and agreed, noting that the strategy is contained in the Plan as a committee recommendation to Council.

Committee members reviewed the timeline of Section E, “Five-Year Action Plan for Tourism Development: FY 2016 – 2021,” and sought to advance the timeline on several actions pertaining to Strategy 1.1, “Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville.”

> Item in Year 2, “Parks & Recreation staff/contractor begins work on part-time basis on tourism program as outlined in One-Year Implementation Plan,” should be moved up to Year 1.
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> Item in Year 3, “Parks & Recreation staff/contractor advances to full-time position,” should be moved up to Year 2.
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> In Year 3, item “Parks & Recreation staff/contractor continues in full-time position,” should be added.
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> Item in Year 4, “Committee recommends to Council to advance formation of nonprofit DMO,” be advanced to Year 3.
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> Item in Year 5, “Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO; creates bylaws,” should be moved up one year to Year 4.
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> Year 5 action item would be to fulfill Strategy 1.1 and actually form the 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville.

Committee members discussed that Section F, “Annual One-Year Implementation Plan: July 2016 – June 2017,” needed to have a brief summary or bullet points of what will happen in Year 1. Right now, Year 1 has a couple of pages of details and would benefit from a summary.

As the committee discussed elements of Section F1, “Organizational Framework / Staffing Resource,” Councilor Lehan wondered if a using an existing part-time staff member with “extra duties as assigned” would move along the work plan at a sufficient rate for the committee. Committee members suggested strengthening the content pertaining to staffing that could include utilizing a contractor who is an expert in tourism.

Committee members discussed Section F2, “Online / Marketing,” and agreed with a number of content edits to Draft 1 suggested by Elaine Swyt from the Marketing Subcommittee’s work. The committee also discussed that a component of Online Marketing should also include development of a content strategy in terms of a schedule for expanding and modifying content, ways that content may be leveraged for increased marketing effectiveness, and related matters.

In discussing Section F3, “Study Efforts for City to Advance Tourism,” committee members reviewed the various recommendations. David Stead suggested that the Visitor Profile study was of greatest priority and should be undertaken first. Committee members agreed.

Committee members suggested to modify Section F3 study recommendation regarding all-weather playing fields to include “other recreational and entertainment activities” in addition to sports tournaments.

Committee members discussed a new potential recommendation for Section F3 to advance Strategy 2.1, “Develop a destination branding strategy for Wilsonville,” noting that the committee was unclear how or if the City’s larger branding/logo strategy was relevant to tourism promotion. Elaine Swyt suggested the committee consider recommending to Council that the City should undertake a destination branding strategy that is separate from but complements the City’s larger, umbrella branding strategy. Committee members agreed to add the recommendation to the Plan in Section F3.

Mark Ottenad indicated that he had kept notes on the committee’s discussion of revisions to the Draft Plan, and that he would make the edits and also seek to produce a summary of major edits.

Chair Jeff Brown moved approval of the revised Draft Plan as discussed by the committee; Elaine Swyt seconded the motion. Committee members discussed that assuming the edits were made that yes they supported advancing the Plan to the City Council as the committee’s recommendation to Council. Chair Brown called for the vote: unanimous (vote of 5:0:1).

4. Presenting Plan to City Council – Prospective Dates

Mark Ottenad indicated that the City Manager sought to have the Plan presented to City Council in work session for an initial review and discussion. Mark Ottenad indicated that he had spoken with Chair Brown and Vice Chair Levit, who would both attend the Monday, April 4, 5 pm, City Council Work Session presentation and discussion.

Councilor Lehan said that the she thought that the Council would be supportive of the Committee’s recommendations as contained in the Plan. She indicated that Council members might ask questions or seek clarification on certain components.

Mark Ottenad said that he had scheduled the Plan to be presented formally to the City Council for adoption at the following meeting on Monday, April 18, 7 pm. Chair Brown is away on that date; Vice Chair Levit plans to attend; and all committee members are invited to attend to jointly present to the City Council.

5. Tourism Grant Programs Updates

Brian Stevenson presented the results of the Clackamas County Tourism City-administered “Community Partnership Program” grant awards of Feb. 25. Chair Brown said that he and Darren Harmon (along with Elaine Swyt as Parks & Recreation Advisory Board Chair) attended the meeting and found it very interesting. Brian Stevenson also provided a preview of the City “Community Tourism Grant Program” grant awards to be held on Thur, March 10, 4:30 pm, at City Hall. Chair Brown encouraged members to consider attending that grant award session also.