Wilsonville Tourism Promotion Committee

MEETING NOTES

Wed, Jan. 6, 2016 • 10 am – 12 pm

Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members: Al Levit, Vice Chair; Darren Harmon; Elaine Swyt; Margaret Usher. Absent: Jeff Brown, Chair; Kathleen Mason; David Stead;

Ex-officio and guests: Danielle Cowan, Kevin O'Malley, Mark Ottenad and Suzy Sivyer.

2. Re-cap of Last Meeting

Committee members reviewed the meeting notes of Dec. 17, 2015.

3. Advancing Tourism Development Priorities

Committee members reviewed the Year 1 Top Priorities organized into theme issues for further work. The major themes or issues for further work include:

A. Organizational Structure

B. Online Marketing/Branding

C. Tourism Attractions Asset Inventory/Visitor Research

Year 1 Top Priorities and Potential "Themed Issues" for Subcommittee Work

1.1	Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville. *[Create the organizational framework]*	A
1.3	Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).	A
1.5	Review Wilsonville Tourism Grants Program.	A
1.7	Initiate ongoing partnership and relationship-building programs.	C
2.1	Develop a destination branding strategy for Wilsonville.	B
4.9	SPORTS Support the development of all-weather, multi-purpose playing fields for sports tournaments.	
5.1	Establish a stand-alone Wilsonville tourism website.	B
5.2	Introduce an ongoing internet marketing campaign.	B
5.3	Develop social media programs relevant to key markets.	B
5.4	Develop database and email marketing programs.	B
5.5	Optimize the online use of video.	B
5.6	Optimize linking strategies.	B
5.11	Develop and maintain a library of high-quality images and videos.	B
5.12	Optimize the use of website and social media analytics.	B
5.13	Develop an active content management and co-op marketing program.	B
5.14	Increase public awareness of the benefits of tourism.	C
5.16	Conduct ongoing visitor-satisfaction research.	C

Committee members affirmed a desire to move specific work forward by forming subcommittees to focus on specific sets of issues. In order to avoid quorum-related meeting issues, three voting members maximum should participate in a subcommittee meeting, otherwise public notice requirements need to be satisfied. Each subcommittee may elect its own chair and vice chair if so desired.

Committee members discussed issues around item A, Organizational Structure, noting that the committee could suggest hiring a limited-duration temporary person or issuing an RFP (Request for Proposals) to potential contractors or firms. Darren Harmon moved and Margaret Usher seconded a motion to form the Organizational Structure Subcommittee to focus on the above tourism development strategy action items labeled as A. Danielle Cowan noted that committee needs an experienced professional who could move work along without having to wait on specific directions from the committee.

Vice Chair Levit asked who would like to serve on the Organizational Structure Subcommittee. Margaret Usher offered to serve, as did Darren Harmon, who volunteered the services of Committee Chair Jeff Brown with whom he had spoken earlier. Danielle Cowan, as the executive director of the county tourism agency, offered to assist the subcommittee.

Committee members further refined the work program by removing item C, Tourism Attractions Asset Inventory/Visitor Research, as a separate issue and merged into B, which was simplified to just "Marketing," recognizing the issues of branding and online media and websites are components of a marketing strategy. Elaine Swyt moved and Al Levit seconded a motion to create the Marketing Subcommittee to focus on the above tourism development strategy action items labeled as A and C. Elaine Swyt and Al Levit volunteered to serve on the committee. Danielle Cowan offered the expertise of here staff, including Daniel Gering, Webmaster, and Jarrod Lyman, Social Media Communications Specialist.

SUMMARY:

- *Organizational Structure Subcommittee:* Jeff Brown, Darren Harmon and Margaret Usher; with ex-officio support as needed.
- *Marketing Subcommittee:* Al Levit and Elaine Swyt; with ex-officio support as needed

4. Update on Tourism Grant Programs

Mark Ottenad provide an update on two tourism grant programs operated by the City and are now accepting applications for gran funds. The City "Community Tourism Grant Program provides up to $25,000 in grant funds and the Clackamas County Tourism "Community Partnership Program provides up to $20,000.

Elaine Swyt, Chair of the City Parks and Recreation Advisory Board, noted that these are the grant programs that the committee is to eventually oversee. Committee members agreed that the committee would not be in a position this year to undertake the review and award of grant funds. Ottenad suggested that the committee members could look at addressing the grants program during the Fall 2016 period, prior to commencement of the 2017 grant-award programs.

The City Parks and Recreation Advisory Board is to review grant applications, see grant applicant presentations and make grant-award decisions on Thurs, March 10, 4:30 pm, at City Hall. Committee members are invited to attend to see how the process is currently conducted in order to have a better understanding and develop ideas for modification of the process or application criteria. Committee members discussed that it might be worthwhile to commission an independent survey to poll tourism event attendees to gain better demographic insights on event visitors.

5. Next Steps: Action Plans

Mark Ottenad suggested that the action plans can be concise documents based on the specific actions or tasks recommended by the subcommittees to the full committee for consideration. Committee members discussed a time line of subcommittee work occurring over the next month in January and early February, with reports provided prior to or at the Feb. 16 full committee meeting. Ideally, the committee would coalesce around key issues and priorities that are then incorporated into the action plans. City staff would seek to provide draft action plans for the March 1 meeting. The committee may wish to consider and meet one more time in March to approve final action plans with recommendations to the City Manager and City Council by April for incorporation into the following fiscal year's budget.

The next two committee meetings are scheduled for:

- Tue, Feb 16, 10 am – 12 pm: City Council Chambers, 1st Floor, City Hall
- Tue, March 1, 10 am – 12 pm: Willamette River Room, 2nd Floor, City Hall