

Wilsonville Tourism Promotion Committee

MEETING NOTES

Thur, Dec. 17, 2015 • 10 am – 12 pm

Wilsonville Public Library, Oak Room, 8200 SW Wilsonville Road

1. Call to Order; Welcome & Introductions

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

Ex-officio and guests: John Carter, Kevin O'Malley, Mark Ottenad, Stan Sherer and Suzy Sivyer; Councilor Lehan and Carolyn McCormick/designee were excused.

2. Re-cap of Last Meeting

Committee members reviewed the meeting notes of November 10.

3. Introduction of Special Guest

Chair Brown introduced John Carter, President of Wilsonville Little League and a member of Wilsonville Youth Sports, Inc., Baseball Committee. John indicated that he had submitted the winning bid to host a 10-team, week-long statewide youth Little League baseball tournament in Wilsonville in July 2016. He shared plans to improve ball fields at several West Linn-Wilsonville School District sites in Wilsonville, including sports fields at Boones Ferry Primary School and Wood Middle School.

He also indicated that larger plans were in the works, including an effort to turf the field at Lowrie Primary School and to build the "Wilsonville Club House," an 80x120-foot covered turf field, on a three-acre parcel of property located along I-5 currently owned by Mentor Graphics. The idea overall is to create more sports fields useable to all sports, including soccer, lacrosse and soft/baseball.

Committee members indicated extreme interest in this proposed set of projects to improve sports fields, especially any plans that would allow year-round use of fields and thereby capture new market share during a time when local facilities have capacity. Committee members indicated that John should review several City and County tourism and community grant programs as possible support mechanisms.

4. Review of Tourism Development Priorities

The committee members spent time reviewing the list of priorities for which there was a "Disagreement on Priorities," and designated four of the 19 as Year 1 top priorities and the balance as Year 2+ lower priorities. Strategies 2.1, 5.4, 5.5 and 5.16 were made Year 1 top priorities.

5. Developing an Integrated Approach

Committee members then reviewed the list of Year 1 top priorities with the idea of further triaging and refining priorities.

Of the current listed Year 1 priorities, Strategies 1.8, 4.11 and 5.17 were reduced in importance and moved to Year 2+ lower-priority ranking. Strategy 1.1 was moved up from Year 2+ to a Year 1 Priority.

Wilsonville Tourism Promotion Committee

The final set of Year 1 top priorities are:

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

6. Next Steps: Action Plans

Committee members discussed the organizational aspects of the work that is to be produced and the human-resource requirement to advance work products. Members discussed that a portion of budgeted funds would need to go to staffing or contracting assistance. Members thought that the county tourism agencies could help with job descriptions and contractor referrals.

Committee members discussed that they would seek to create performance benchmarks by which the effectiveness of programs could be measured. This would require obtaining data specific to Wilsonville in certain categories that could be benchmarked.

Committee members proposed that the top Year 1 priorities are to be grouped into similar issues or themes, and that the committee could break into sub-committee workgroups to advance specific work tasks to create One-Year and Five-Year Action Plans for Council approval.

7. 2016 Proposed Meeting Schedule

Committee members reviewed results of Doodle poll for proposed meeting dates in the first quarter of 2016, and decided on the following dates:

- Wed, Jan 6, 10 am – 12 pm: Willamette River Room, 2nd Floor, City Hall
- 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