

Wilsonville Tourism Promotion Committee

MEETING NOTES

Tue, Nov. 10, 2015

Wilsonville City Hall

Attending:

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

Ex-officio and guests: Mayor Tim Knapp, Susan Cole, Bryan Cosgrove, Mike Kohlhoff, Kevin O'Malley, Carolyn McCormick, Mark Ottenad, Stan Sherer, Brian Stevenson; Danielle Cowan/designee excused.

1. Welcome & Introductions

Mayor Tim Knapp welcomed the group and indicated that committee Council liaison Council Lehan has a prior schedule conflict.

2. Oregon Public-Process Standards of Ethical Conduct

Mike Kohlhoff, City Attorney, reviewed Oregon public-process standards of ethical conduct, where each committee member serves in the role of being a “public official.” Oregon’s ethics code is based on principals of transparency in the conduct of public business.

Of particular note is the prohibition on “quorum-based conversations” in which four or more voting members (a quorum) of the committee were to meet or carry on chain email conversations deliberating committee business outside of a public meeting.

3. Committee Leadership

Members discussed the election of Committee Chair and Vice Chair, which had been postponed from the prior meeting. Jeff Brown, General Manager of Holiday Inn Wilsonville, was elected as Chair; and Planning Commissioner Al Levit, a bike club coordinator, elected Vice Chair.

4. City Major Projects Update

City staff provided updates on a series of projects and programs, including Town Center Master Plan redevelopment; City Branding and Logo Development; Wayfinding & Directional Signage Project; Proposed Recreation & Aquatic Center; Proposed Advance Road School Site Sports Fields; and the Park & Recreation 2016 Master Plan update

5. City Tourism Tax Collections and Disbursements

Susan Cole, Finance Director, reviewed a 10-Year Financial Data Report, FY2005-06 – FY2015-16, on City tourism tax collections and disbursements. Based on the date of enactment of the City ordinance for hotel/motel tax collections (also known as transient lodging tax, TLT) and state law preemption, the City Attorney concluded that the City’s minimum threshold for using TLT revenues to fund tourism-related expenses is 35%.

The 10-year table of TLT showed an average of 44% of TLT revenues was spent on tourism. However, for the prior fiscal year 2014-15 the City spent 11% and fell short by \$61,066. For the current fiscal year, \$125,000 or 50% of budgeted revenues are dedicated to tourism expense. Of

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that amount, \$25,000 is set-aside for the City community tourism grant program. Thus the committee has a total of \$161,066 potentially available. As the committee develops a workplan, the committee may recommend a different spending level to City Council.

6. Holiday Inn Market Segment Report on Occupancy and Rates

Chair Brown reviewed a Holiday Inn Wilsonville Room Statistics Report and a market-segmentation room-nights summary sheet. Between 2013 and 2015—reflecting a time of recovery from the Great Recession—revenue per available room increased by 61%, from an average rate of \$50.47 to \$81.18, and occupancy increased 39%, from 57.8% to 80.4%, during the same timeframe.

In terms of market segments as a percent of occupancy, 2015 room-night data shows:

<u>Market Segment</u>	<u>Room Nights</u>	<u>Percentage</u>	<u>Note</u>
Corporate	2,541	29%	Mentor Graphics & Sysco are 60%
Sports	1,776	20%	High school and sports leagues
Association	1,238	14%	Business and social associations
Tour & Travel	1,003	11%	Majority tourists from Canada
Government	881	10%	
Social	805	9%	Declining market as population ages
Horse Show	326	4%	
Education	103	2%	

7. Update Prioritizing of Wilsonville Tourism Development Strategy: Review of Committee Survey Assessment

The meeting ran out of time, and the committee was unable to review the results of the members' review priority actions of the Tourism Development Strategy. The committee requested that staff consolidate and group by priority level the 50 actions for consideration of the next meeting.

Members discussed the potential of possibly holding another meeting before the next scheduled meeting on Dec. 17.

8. Next Steps: Focus on Top Priorities

Committee to review consolidated ranked list of priorities as reviewed by the committee, with the goal of working towards a delineating the top priorities and a staged workplan for the next meeting scheduled for Thur, Dec. 17, 10 am.