



TOURISM PROMOTION COMMITTEE MINUTES

January 25, 2023 at 1:00 PM

Wilsonville City Council Chambers & Zoom

(<https://us02web.zoom.us/j/82621232043>)

CALL TO ORDER – Meeting was called to order at 1:02 pm

1. Roll Call

In Attendance: Voting Members

Albert Levit
Brandon Roben
Elaine Owen
Jennifer Gage
Rohit Sharma

Absent:

Lin Anderson (Excused)

Ex-officio members attending:

City Councilor Caroline Berry
Jim Austin, Oregon's Mt. Hood Territory
Brian Stevenson, Park and Recreation Department designee

Staff:

Mark Ottenad
Erika Valentine
Zoe Mombert

Guests:

Alex Domine, JayRay
Bridget Baeth, JayRay
Cara Sjogren, JayRay
Jen Willey, JayRay
Julia White, JayRay
Bob Ziel, Community Member

2. Public Comment - No public comment.

CONSENT AGENDA

- 3. Tourism Committee Minutes – November 9, 2022. Motion made by Elaine Owen and seconded by Albert Levit to approve the November 9, 2022, Minutes. Motion passed unanimously.**

COMMITTEE BUSINESS

4. Selection of a Vice-Chair. Motion made by Jennifer Gage to appoint Rohit Sharma as Vice-Chair of the Tourism Promotion Committee. Albert Levit seconded the motion. Motion passed unanimously.
5. Visual Identity Project Update and Selection

Staff of destination-marketing contractor, JayRay, presented on the process and considerations for designing a new logo. The design and final product should be considered artwork. Two logo designs were presented and discussed.

Logo A: Clean font, modern and compliments our City logo. It is simple and ties in with the trees on our City Logo. Recommended we include the addition of the color blue for one of the leaves.

Logo B: State of OR outline, transfer the heart that identifies where Wilsonville is located. It was suggested that the font is too retro, taking us back to the '70s.

Jenifer Gage moved to approve the concept of Logo A with the potential addition of the color blue to the logo, such as for one of the leaves or the word "explore." Rohit Sharma seconded the motion. Motion approved unanimously.

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

6. JayRay staff presented a Tourism Marketing Update and the 2nd Quarter 2022 report.

TOURISM PROMOTION PROGRAM

7. Review Draft Tourism 1/5 Year Action and Implementation Plan

Staff reviewed the draft plan, and indicated that the primary additional objective over the next fiscal year will be to update the 10-year-old Tourism Development Strategy, including reviewing and issuing a Request for Proposals and interviewing and selecting a contractor. The Plan is to be brought back to the committee for approval at the April 5 meeting.

CITY UPDATES

Staff introduced City Councilor Caroline Berry, the committee's new City Council Liaison. Staff also informed the committee upgrades to the Stein-Boozier Barn facility and the progress on the planned Korean War Memorial interpretive center. Finally, staff introduced the City's new Arts & Culture Coordinator, Erika Valentine to the committee.

COMMITTEE MEMBER UPDATES

Vice Chair Sharma reported that there has been an increase in hotel stays since this time last year.

ADJOURN – Meeting adjourned at 3:15 pm

NEXT MEETING

Wednesday, April 5, 2023 1:00 pm

Tourism Promotion Committee
January 25, 2023