



## TOURISM PROMOTION COMMITTEE MINUTES

April 05, 2022 at 6:00 PM

Zoom

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### WELCOME

Chair Price called the meeting to order at 6:05 pm.

### PRESENT

Chair Beth Price  
Member Al Levit  
Member Brandon Roben

Member Elaine Owen  
Member Jennifer Gage

### ABSENT

Vice-Chair Rohit Sharma (excused)

### GUEST

Ben Mefford  
John Holly

### CONSENT AGENDA

1. **Tourism Committee Minutes - January 13, 2022**

Motion made by Chair Price and seconded by Member Gage to approve the January 13, 2022 Minutes.  
Motion passed unanimously.

### COMMITTEE BUSINESS

2. **Tourism Grant Review**

Chair Price invited Brian Stevenson (staff) to present the Tourism Grant program. Mr. Stevenson explained the program and informed the committee that the applicants would provide brief presentations and then be available for questions.

Ben Mefford, Wilsonville Arts & Culture Council representative described his grant application requesting \$8,000 for the 2022 Arts Festival and Summer Performance Series. After describing the grant request, Mr. Mefford answered questions from the committee.

Mr. Stevenson introduced John Holly, Rotary Club of Wilsonville representative, who described the grant request for \$5,000 to help fund the Summer Concert Series. Following the grant request presentation, Mr. Holly answered the committee's questions.

Mr. Stevenson led the committee in discussion and clarified that although \$25,000 is available the applicants had carefully crafted their proposals, totaling \$13,000. Member Roben made a motion to award Wilsonville Arts & Culture Council's grant request for \$8,000 for Wilsonville Arts & Culture's Art Festival and Summer Performance Series and award Rotary's Grant request for \$5,000 for Wilsonville Rotary Foundation's Summer Concert Series. The motion was seconded by Member Gage and passed unanimously.

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Mr. Stevenson informed the grant applicants that the Tourism Promotion Committee's Recommendation would be forwarded to City Council for approval later in the month. Mr. Stevenson will reach out to the grant recipients following the Council approval.

Both applicants expressed appreciation.

3. **FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan**

Zoe Mombert (staff) provided the highlights of the plan, since the committee had previously discussed it at their January meeting. The Tourism Promotion Committee Members discussed the items outlined in the Five – Year Action plan, specifically, if they should include a feasibility study for a year- round, multi-purpose facility in year three. After much discussion, it was decided that the project would remain in year three and it could be re-evaluated in the future. *A motion to approve FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan was made by Member Gage, seconded by Member Levit and passed unanimously.*

**COMMITTEE MEMBER UPDATES**

Committee members were informed of an upcoming visit from the JayRay (consultant) and also reminded that the committee may not need to meet for the summer but would receive updates periodically via email.

**ADJOURNED**

Chair Price adjourned the meeting at 7:30 pm

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