



TOURISM PROMOTION COMMITTEE MINUTES

September 14, 2022 at 1:00 PM

City Council Chambers & Zoom (<https://us02web.zoom.us/j/85123939310>)

CALL TO ORDER

Vice Chair Sharma called the meeting to order at 1:02 pm since Chair Price had zoom video difficulties.

1. Roll Call

PRESENT

Chair Beth Price
Vice-Chair Rohit Sharma
Member Al Levit
Member Brandon Roben
Member Elaine Owen
Member Jennifer Gage
Member Lin Anderson

GUESTS

Alex Domine, JayRay
Cara Sjorgen, JayRay
Jen Willey, JayRay
Bridget Baeth, JayRay
Kevin O'Malley, Chamber of Commerce

STAFF

Mark Ottenad
Zoe Mombert
Kris Ammerman

2. Community Input

None provided.

CONSENT AGENDA

3. April 5, 2022 Minutes

Chair Price made a motion to approve the April 5, 2022 Tourism Promotion Committee Minutes. Brandon Roben seconded the motion. Motion passed with unanimous consent.

COMMITTEE BUSINESS

4. Welcome New Tourism Promotion Committee Member - The committee welcomed Lin Anderson, owner of Vanguard Brewing, as the newest member of the Tourism Promotion Committee. Lin introduced herself to the committee.

5. Select a Chair and Vice Chair

Jennifer Gage made a motion to elect Brandon Roben as Chair for FY 22/23. Beth Price seconded the motion and the motion passed (Roben Abstained from the vote, all others voted in the affirmative).

Brandon Roben made a motion to elect Beth Price as Vice - Chair for FY 22/23. Rohit Sharma seconded the motion and the motion passed unanimously.

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

6. JayRay Marketing Updates *(highlights)*

- Bridget Baeth gave an update on metrics and discussed social media.
- Jen Willey, new to JayRay, provided an overview of public relation stories.
- Alex Domine gave an overview of summer content with partners and plan for future content partners.
- Geolocation update:
 - Reminder of points of interest targeting visitors from 50+ miles away.
 - Shopping and liquid tourism were two marketing efforts May through August. Liquid tourism performed best. The total advertising spent was \$20,000 (included \$5,000 credit from Datafy).
 - Outcomes of campaign: \$5,000 spent on lodging and \$23,550 spent in destination
- Committee discussed an interest in seeing the impact on businesses or leisure travelers.

A question was had regarding new corporate information. Will they get a search engine?

- Interest in a large ad placement at the Airport similar to the one at the French Prairie rest stop.
- Interest in a QR Code for each advertisement location to track how beneficial it is.
- JayRay noted that the Datafy ad only targeted users 50+ miles away.
- Winter campaign compared to STR reports to target lower occupancy in winter liquid tourism. Liquid tourism with activities.
- The committee discussed the metrics and if there are more meaningful metrics that could be used.
- The fall and winter itineraries were shared and JayRay noted each will have a Google map.
- Members suggested a package for Mt. Angel Octoberfest and hotel deals.

TOURISM PROMOTION PROGRAM

7. Visual Identity Project

JayRay introduced the project and addressed questions.

A motion to move forward with the Visual Identify Project was made by Rohit Sharma and seconded by Jennifer Gage. The motion passed with unanimous consent.

CITY and COMMITTEE MEMBER UPDATES

Beth Price shared Jonny Limbo and the Lugnuts will be at the Holiday Inn on New Year's Eve and she will be attending the Connect Show.

Kevin O'Malley mentioned that the relocation market is coming back and expressed an interest in a map to help accommodate that conversation.

ADJOURN – Meeting adjourned at 2:48pm

NEXT MEETING: TBD