



## TOURISM PROMOTION COMMITTEE MINUTES

November 09, 2022 at 1:00 PM

Wilsonville City Council Chambers & Zoom

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

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### CALL TO ORDER

1. **Roll Call** – Meeting was called to order at 1:04 pm.

**In Attendance:**

Lin Anderson  
Jennifer Gage  
Al Levit  
Brandon Roben, Chair  
Rohit Sharma, Vice - Chair

**Absent:**

Elaine Owen  
Liz Price

**Staff:**

Zoe Mombert  
Mark Ottenad  
Bridget Baeth, Consultant  
Alex Domine, Consultant  
Jen Willey, Consultant  
Cara Sjogren, Consultant

### CONSENT AGENDA

2. **September 14, 2022 Tourism Promotion Committee Minutes.** Jennifer Gage made a motion to approve the September 14, 2022 Minutes. Lin Anderson seconded the motion. Motion passed with unanimous consent.

### TOURISM PROMOTION & DESTINATION MARKETING UPDATES

3. **Tourism Marketing - JayRay Updates**

Feature appeared in *Travel & Life* and the “Best of Wilsonville” seasonal blogs are available on the website. The committee expressed an interest in additional early marketing of staying in Wilsonville for the Tulip Festival.

Results were shared regarding the summer campaign was also shared. The estimated impact was 176 visitors x \$435 average spend = \$76,560 destination impact. This includes 83 room nights.

The current campaign will run from November 7 – February 28. They will be targeting look-a-likes and past visitors.

The next influencer will be in Wilsonville in December.

The committee previously expressed an interest in exploring advertising at PDX. The costs were shared and the committee will need to advise staff if this should be included in the work plan and marketing budget in 2023.

## **TOURISM PROMOTION PROGRAM**

### **4. Visual Identity Project Update & Timeline**

This project will update the look and feel of the logo and move away from the pocket trips. There are currently 18 responses to the surveys and JayRay shared the early results.

## **CITY UPDATES**

Council Lehan will be term limited in December and the committee will have a new City Council representative in January.

Staff suggests adding an update to the Tourism Strategy in the 2023/2024 work plan and budget.

## **COMMITTEE MEMBER UPDATES**

- Oaks Park is closed for the season.
- Inflation and staffing continues to be an issue.
- Optimistic about Q4.
- Holiday Inn will host a New Year's Eve party this year.

## **ADJOURN**

The meeting was adjourned at 2:22pm.

## **NEXT MEETING**

Wednesday, January 25, 2023 1:00 pm

*Respectfully submitted by Zoe Mombert.*