



TOURISM PROMOTION COMMITTEE MINUTES

Wed, April 5, 2023, 1:00-3:00 PM

Wilsonville City Hall, City Council Chambers, & Remote Zoom Option

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

CALL TO ORDER – Meeting was called to order at 1:06 pm

1. Roll Call

In Attendance: Voting Members:

Rohit Sharma, Vice Chair
Albert Levit
Elaine Owen
Jennifer Gage
Lin Anderson

Voting Member Excused:

Brandon Roben

Ex-officio members attending:

Councilor Caroline Berry, City Council Liaison
Brian Stevenson, Park and Recreation Department designee

Staff:

Mark Ottenad, Public/Government Affairs Director

Guests:

Alex Domine, JayRay
Jen Willey, JayRay
Julia White, JayRay
Sunghee Park, Holiday Inn Wilsonville (remotely)

2. **Public Comment** - No public comment.

3. **Consent Agenda** - Tourism Committee Minutes – January 25, 2023. Motion made by Jennifer Gage and seconded by Elaine Owen to approve the January 25, 2023 minutes as presented. Motion passed unanimously.

COMMITTEE BUSINESS

4. **Approve Draft FY 2023/24 Five-Year Action Plan and One-Year Implementation Plan for Wilsonville Tourism Development Strategy with 2022 Annual Report appended (aka the 1/5 Year Action/Implementation Plan)**

Staff reviewed components of the Draft FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy. Committee members discussed that the plan articulates the discussions that the Committee has had for next fiscal year. Motion made by Jennifer

Gage and seconded by Al Levit to approve the Draft FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy for City Council consideration. Motion passed unanimously.

5. TPC Members Terms of Office

Position 3: Elaine Owen, eligible for re-appointment (7/1/23 – 6/30/26). Elaine Owen indicated she would like to be considered for reappointment.

Position 4: Albert Levit, termed out (served three consecutive 3-year terms). Vice-Chair Sharma thanked Al for his nine years of service to the committee and presented an insulated coffee mug as a gift of appreciation.

Position 4: Vacant, remainder of term until 6/30/2024. Members discussed need to recruit a new member.

JAYRAY TOURISM PROMOTION & DESTINATION MARKETING UPDATES

6. **2022 Calendar Year Highlights** - JayRay staff presented a 2022 calendar year report that included review of the website, social media, public relations, geolocation and STR report.
7. **2023 FY Q3 Progress Update (Jan – March 2023)** - JayRay staff presented a 2023 FY Q3 progress update.
8. **Visual Identity Sneak Peek** - JayRay staff presented on the visual identify branding guide and various incarnations of the new Explore Wilsonville logo.
9. **Upcoming in 2023 FY Q4 (April – June 2023)** - JayRay staff presented on upcoming projects in 2023 FY Q4, April – June 2023 timeframe.

CITY UPDATES

10. Mark Ottenad reported that Mayor Fitzgerald participated in a KXL Radio Interview about Explore Wilsonville arranged by JayRay staff. Members indicated they were very pleased with the Mayor's interview.

Mark Ottenad reminded members that they are invited to the City's Volunteer Appreciation event on Tuesday, April 25th.

COMMITTEE MEMBER UPDATES

Vice Chair Sharma reported that bookings and occupancy are running 10% over the same period last year.

ADJOURN – Meeting adjourned at 2:10 pm

NEXT MEETING – To be determined