



TOURISM PROMOTION COMMITTEE MINUTES

September 06, 2023 at 1:00 PM

Wilsonville City Hall & and Zoom (<https://us02web.zoom.us/j/81618970997>)

CALL TO ORDER - Meeting was called to order at 1:04 pm.

1. **Roll Call**

PRESENT

- Chair Brandon Roben
- Vice-Chair Rohit Sharma
- Councilor Caroline Berry
- Member Elaine Owen
- Member Jennifer Gage
- Member Sungmin Park
- Ex Officio Sylke Neal-Finnegan

ABSENT

- Member Lin Anderson

STAFF

- Mark Ottenad
- Zoe Mombert

CONSULTANTS

- Bridget Baeth, JayRay
- Cara Sjogren, JayRay
- Jen Willey, JayRay

CONSENT AGENDA

- 2. **April 5, 2023 Minutes** - Rohit Sharma made a motion to approve the April 5, 2023 Committee Minutes. Jennifer Gage seconded the motion. Motion passed unanimously.

COMMITTEE BUSINESS

- 3. **Select a Chair and Vice-Chair** - Jennifer Gage made a motion to elect Brandon Roben as Chair and Rohit Sharma as Vice-Chair of the Tourism Promotion Committee. Elaine Owen seconded the motion. Motion passed unanimously.

4. **JayRay Tourism Marketing Updates**

Explore Wilsonville Marketing Overview of annual results:

- New web users – 18,372 (goal met)
- Social media reach – 253,937 (goal met)
- Website and social media highlights discussed.
- Paid ad (spring) targeting based on Datafy information (spent \$250; reached 31,984; 722 landing page views)
- Summer ad progress – not complete (11,011 reach, 120 landing page)
- P.R. summer pitch 27% open rate (20.44% open rate is the industry average)
- Influencer Rachel Jane Lloyd

- Overall 159 articles; includes 5 articles (direct from JayRay)
- Examples of media coverage shared
- Marketing – updating materials with the new visual identify
- Geolocation 2023 saw an increase of 28% new visitors compared to last year’s total. Visitor days are down and average stay down by 11%. Trips up by 15%.

Committee member input:

- Hotels down but revenue is up 28%. (Washington County seeing the same thing).
- Overall occupancy is down.
- AirBnB is also down (due of the market and extra fees for AirBnB, it is not as economical as in previous years).
- Travel lodging tax comes from the city, small portion from AirBnB.
- Pent up demand from Covid last summer.
- Visual Identity – Refresh went live in mid-August.
- Overview of new website look.
- Link to Portland (Mt Hood) more easily.

In the Works: Overview of plan for next year; discussed winter/spring campaign; video/photoshoot overview (October 23-26).

5. **Tourism Strategy Request for Proposals (RFP)**

Staff provided an overview of the draft Tourism Strategy RFP. Staff identified Scrivener’s errors and requested a new interview date to speed up the process. The committee selected November 29, 2023. The committee was asked to hold the meeting date. There were no edits or concerns about the RFP as presented. Jennifer Gage moved and Rohit Sharma seconded. Passed unanimously.

Discussed Wine Country license plate and "Regenerative Tourism". The marketing or regenerative tourism is unclear at this time. Want people to come/study. What are people’s interest in stories? Love visual identity.

Sylke Neal-Finnegan - Explore Tualatin Valley (new logo)

Councilor Berry likes new website.

ADJOURN – Meeting adjourned at 2:25 pm

NEXT MEETING - November 9, 2023 @ 9:00 am