



# TOURISM PROMOTION COMMITTEE MEETING AGENDA

October 11, 2024 at 2:00 PM

Wilsonville City Hall & Remote Video Conferencing

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## AMENDED AGENDA

### PARTICIPANTS MAY ATTEND THE MEETING AT:

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

Zoom: <https://us02web.zoom.us/j/81618970997>

### TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Administration:

[TPC@ci.wilsonville.or.us](mailto:TPC@ci.wilsonville.or.us)

Individuals may submit comments by 12:00 PM on the day before the meeting date via email to the address above, or may mail written comments to:

Administration - Wilsonville City Hall

29799 SW Town Center Loop East, Wilsonville, OR 97070

## CALL TO ORDER

1. Roll Call

## CONSENT AGENDA

2. [September 13, 2024 Tourism Minutes](#)

## TOURISM PROMOTION PROGRAM

3. Select Vice Chair
4. Tourism Development Strategy

## ADMINISTRATIVE BUSINESS

## ADJOURN

## NEXT MEETING

Monday, November 4, 2024 at 2:00 PM

*Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting the Assistant to the City Manager at 503-570-1503 or [TPC@ci.wilsonville.or.us](mailto:TPC@ci.wilsonville.or.us): assistive listening devices (ALD), sign language interpreter, and/or bilingual interpreter. Those who need accessibility assistance can contact the City by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.*

*Habr  interpretes disponibles para aqu llas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-570-1503.*

## TOURISM PROMOTION COMMITTEE MINUTES

September 13, 2024 at 1:00 PM

Wilsonville City Hall & Zoom: <https://zoom.us/webinar/81618970997>

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**CALL TO ORDER** - Meeting was called to order 2:01 pm

### PRESENT

Chair Brandon Roben  
Vice-Chair Rohit Sharma  
Councilor Caroline Berry  
Elaine Owen  
Sungmin Park  
Ex Officio, Brian Stevenson

### ABSENT

Jennifer Gage

### STAFF

Mark Ottenad  
Zoe Mombert

### GUEST

Matthew Landkamer, Whereabout  
Greg Netzer, Whereabout  
Bridget Baeth, JayRay  
Jen Willey, JayRay

### CONSENT AGENDA

2. **Tourism Committee Minutes** – Vice-Chair Rohit Sharma made a motion to approve the May 1, 2024 Minutes. Sungmin Park seconded the motion. Motion passed.

### COMMITTEE BUSINESS

3. **Select a Chair and Vice-Chair** – Elaine Owen made a motion to reelect Brandon Roben as Chair and Rohit Sharma as Vice-Chair. Sungmin Park seconded the motion. Motion passed.

### MARKETING UPDATES

4. Bridget Baeth and Jen Willey provided an update of the Dashboard for FY23-24 compared to FY 22-23.

- Have met most goals
- New website views were highlighted
- Social media overview
- Food always performs well
- Return on advertise spending over \$800 for \$1
- Opportunity markets: Medford, Klamath Falls, Sacramento, Bend. People that stayed in hotels, also stayed in these markets from the campaign
- In general, people staying longer but less trips: Eugene, Portland, Seattle – still major markets for visitors

## **TOURISM PROMOTION PROGRAM**

### **5. Update on project:**

- High level of 11 draft key strategic objectives
- Considerations and update on the planning team meeting
- Who came from a market assessment, resources from the city, industry themes and shareholder interviews
- Visioning and position statement will be developed for the next phase of planning
- Three more planning sessions scheduled
- Did not receive enough feedback. Lack of engagement from the community.

### **6. COMMITTEE QUESTIONS**

- Committee questioned how we can improve/push things forward. What is needed?
- Recommend some sort of staff support – primary function. One small part of the job and marketing – not on the ground.

## **CITY UPDATES**

- Will meet October 11 at 2:00 pm. Also set a meeting time for November 4 to recommend TDS to City Council
- New Boones Ferry accomplishments coming soon
- River access feasibility study about to begin
- Question about I5 north-bound metering on weekends
- Oaks Park – Oktoberfest September 20-22
- Mt. Angel Oktoberfest September 12-15
- Haunted mazes in October
- Working on winter light event

**ADJOURN** – Meeting adjourned at 3:22 pm

**NEXT MEETING** – October 11, 2024 @ 2:00 pm