

Wilsonville Tourism Promotion Committee

MEETING MINUTES**Thursday, January 13, 2022**

Zoom Virtual Meeting

1. Welcome

a. Voting members attending: Chair Beth Price, Vice Chair Rohit Sharma, Brian Everest, Jennifer Gage, Elaine Owen, Al Levit and Brandon Roben

Ex-officio members, staff, consultants and guests attending: Zoe Mombert, Mark Ottenad, Kris Ammerman, Brian Stevenson, Councilor Charlotte Lehan, Alex Domine, Bridget Baeth, Cara Sjogren, Matt Wakefield, Sylke Neal-Finnegan, and Arturo Lopez Mendez.

The meeting was called to order at 1:00pm by Chair Price.

2. Committee Business Updates**b. Approve TPC Meeting Minutes of November 10, 2021**

Motion: Rohit Sharma made a motion to approve the November 10, 2021, meeting minutes as presented. Jennifer Gage seconded the motion and it passed unanimously.

c. Review and Recommend Bylaw Amendment. Staff outlined the recommended changes, which were intended to reflect the addition of the City of Wilsonville’s new Arts, Culture and Heritage committee. There were also small updates to include a conflict of interest section, add ongoing Tourism Committee work and the ability to attend meeting virtually. The committee discussed the proposed changes. It was proposed that section 3.C be edited to “a” instead of “an annual” tourism grant program. The committee agreed that the change should be included.

Motion: Brian Everest made a motion to recommend that the City Council approve the revised Tourism Promotion Committee bylaws as revised. Jennifer Gage seconded the motion and it passed unanimously.

d. Review Draft FY 22/2023 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy. Staff presented the draft plan for the committee to review. The committee discussed year three of the five-year strategy. There was discussion regarding the sports complex, conference center and possible hotel feasibility study. Chair Price and Vice Chair Sharma expressed an interested in focusing on existing properties. There was also discussion about the impacts of the new Stafford sports project on the feasibility study. Staff is also recommending that it may be time to update the Tourism Promotion Strategy since the area and needs have changed since the strategy was first established. The plan will be updated based on the committee’s conversation and will be brought back for a recommendation at the April 5 committee meeting.

3. JayRay Updates

e. Highlights. JayRay discussed the Quarter 2 Report, Sept – Dec 2021, which included updates on the plan for the next influencer and a recent visit by writer Adam Sawyer. The JayRay team also discussed their “winding down to winter” blog, a need for updated event packages on the website, as well as the impacts of the fall Facebook promotion that had a reach of 6,500 participants along I-5.

f. Geolocations Projects. JayRay shared highlights of the new geolocation data. It was “hot off the press” as the data had just been received. The committee was very interested in the data and had a number of inquiries. Additional information will be available in the future.

4. Tourism Promotion Program Updates

g. Regional Tourism Updates

Update regarding the 2022 track and field trials in Eugene, OR. Expected impacts along the 1 -5 corridor for lodging.

h. Member Updates

Members are still noticing staffing difficulties due to the pandemic.

Vice Chair Sharma mentioned that the hotels are not back to pre-pandemic levels. Member Everett noted that some wineries on the east side are closed for January and February. Member Owen mentioned that they have pivoted and have live music and dance instruction at Lady Hill. Also, member Gage noted that about 15 – 20% of their restaurant sales are from take-out diners. They are offering full dine-in service.

5. Next Meeting

The next meeting is scheduled for April 5 at 6:00pm.

6. Adjourn

The meeting adjourned at 3:05pm.

Respectfully submitted by Zoe Mombert on February 25, 2022.