

City of Wilsonville Tourism Promotion Committee Charter

June 2015

The Tourism Promotion Committee is hereby created as a deliberative and recommending body of the Parks and Recreation Department with support from the City Manager's Office subject to the following section provisions:

Section 1. Name of Committee: Tourism Promotion Committee ("Committee").

Section 2. Vision and Mission: The Committee's Vision and Mission are adopted from the *Wilsonville Tourism Development Strategy, May 2014*:

Vision: "In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon's premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences."

Mission: "To facilitate the thoughtful development of Wilsonville's visitor economy for the benefit of visitors and partners, and to enhance the quality of life for those who live and work in the community."

Section 3. Purpose: The Committee has three primary areas of responsibility:

- A. The Committee oversees implementation of the "Visit Wilsonville" Tourism Development Strategy and is charged specifically to develop a larger Five-Year Action Plan and annual One-Year Implementation Plans for fulfilling the Tourism Development Strategy, to be presented and recommended to City Council for approval.
- B. The Committee makes recommendations to the City Council for tourism- and visitor-related marketing, promotions, expenditures and related programs and services that will result in increased tourism activity, as measured by overnight room stays at local lodging properties.
- C. The Committee makes recommendations to City Council concerning the selection and disbursement of the annual Tourism Grant Programs operated by the City, including the Community Tourism Matching Grant Program (currently \$25,000 per year) and the Clackamas County Tourism Community Partnership Grant Program (currently \$20,000 per year).

Section 4. Appointment: The Mayor appoints and the City Council confirms Committee members, who serve at the pleasure of the Council.

Section 5. Membership: The Committee shall consist of twelve (12) members, including seven (7) voting members and five (5) non-voting ex-officio members:

The seven (7) voting members are to be drawn from the hospitality and tourism industry in the greater Wilsonville area, including representatives of the following stakeholders: Agri-Tourism, Arts & Culture, Community Events, Equestrian Tourism, Event Facility, General Retail, Lodging, Organized Sporting Events, Restaurants, and Outdoor Recreation and Tourism Attractions.

The five (5) ex-officio positions are a City Councilor who also acts as Council liaison for the committee; the City's Parks and Recreation Director, or his/her designee; a Wilsonville Chamber of Commerce representative; and two professional staff persons, one each from Clackamas County Tourism and Cultural Affairs Department and Washington County Visitors Association.

Section 6. Term of Voting-Member Appointments: Staggered three-year terms based on the fiscal year, scheduled so that two (2) or three (3) members are appointed or reappointed each year. A vacancy in a position may be appointed to fulfill the remainder of the term.

The appointment of a member shall automatically terminate upon the member's unexcused absence of three (3) consecutive meetings during a 12-month period. A member may serve a maximum of three (3) consecutive three-year terms; terms of appointment for less than three years shall not count towards the maximum time of service.

At the outset of the Committee, voting positions will be staggered as follows: Two (2) positions are one-year or slightly less in duration and two (2) positions are a two-year duration, and three (3) positions are full three-year appointments; assuming appointment by Oct. 1, 2015:

Position #1 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19

Position #2 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19

Position #3 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20

Position #4 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20

Position #5 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Position #6 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Position #7 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Section 7. Organization: At the first meeting of each fiscal year, the Committee will elect a chair and vice-chair from the voting members.

The Chair (Vice Chair in the absence of the Chair) will preside over all meetings.

An appointed City staff person or outside contractor will serve as secretary to keep notes of each public meeting and assist with administrative tasks.

The Committee will meet on an agreed-upon schedule at least four (4) times per year. The Chair may also call a special meeting with one week's advance notice. Such meeting notice may be given by email or regular mail.

A meeting may be held without a quorum; however, a quorum of at least four (4) voting members is required in order for the Committee to vote on any matter.

Committee members may participate in a meeting telephonically.

All meetings will be announced and open to the public.

Section 8. Voting: All members are entitled to vote in person at a meeting, regular or special. Proxies are not allowed. A majority vote of the members voting on the question will be required to carry any matters submitted. A member who abstains from a vote shall be counted as present for purposes of the quorum but not counted as having voted on the question.

The Tourism Promotion Committee was created by the Wilsonville City Council upon adoption of Resolution No. 2541 on June 15, 2015.

For more information, contact:

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