

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, October 13, 2020 • 1 – 3 pm

Zoom Virtual Meeting

### 1. Welcome

**a. Voting members attending:** Chair Darren Harmon, Al Levit, Vice Chair Beth Price, Brandon Roben, Rohit Sharma and Brian Everest.

**Ex-officio members, staff, consultants and guests attending:** City Councilor Charlotte Lehan, Zoe Monahan, Mark Ottenad, Kevin O'Malley, Sylke Neal-Finnegan, Brian Stevenson, Samara Phelps, Ryan Millard, and Bridget Baeth.

### 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of May 19, 2020.** Committee members reviewed the meeting minutes and approved the minutes as presented unanimously.

**c. Open Positions for Appointment:** Chair Harmon reviewed open position for appointment, including Position #3, formerly held by Jeff Brown.

Chair Harmon also welcomed new committee member Brian Everett. He will fill position 6. Mr. Everest shared his background with the committee and expressed his joy to be joining the committee.

Staff intends to continue recruitment for position #3 as appropriate due to the continued impacts on businesses due to the COVID-19 pandemic.

#### d. Chair and Vice Chair appointments

At the first meeting each Fiscal Year, the committee selects a Chair and Vice Chair. Chair Harmon was not interested in continuing to serve as Chair since he needs to focus all of his attention on running Bullwinkle's.

Beth Price was nominated to serve as chair and the committee unanimously appointed her.

Rohit Sharma was nominated to serve as the vice chair and was unanimously appointed by the committee.

### 3. JayRay Updates

#### d. Quarterly Update

Bridget Baeth and Ryan Millard walked the committee through the Quarterly Report. They pointed out key elements including an increase in social media followers. This is significant since they have not been boosting the posts or paying to increase the reach of the posts. JayRay post 2-3 times a week which is less than originally planned. The current focus is on local travelers. This allows them to share with family and friends who could visit and stay in a local hotel in the future.

The consultant team has done a considerable amount of work to update the website, prepare for the photoshoot and try to identify packages. They outlined how they have been making updates to the website and identify places for the photoshoot to increase the promotional photos Explore Wilsonville owns the rights too. The photos and pictures will allow us to be better positioned when we can actively promote travel again. The website updates, shared at the last meeting, will also make the site easier to use and allow visitors to find promotions, pocket trips, and other earned media when they start to plan their future travel to Wilsonville.

#### e. Photoshoot

Bridget Baeth informed the committee that Genny Boots of JayRay was traveling to Wilsonville for the local photoshoot which will take place Oct 14-16. Each day is filled with pocket trip locations and area restaurants. There are a number of local models who will participate. The pictures will be used for current and future advertising. Explore Wilsonville will own the rights to all of the new photos.

#### **4. Regional Updates**

##### **g. Reports from Clackamas County and WCVA**

Sylke Neal-Finnegan started off with an update from Washington County Visitors Association (WCVA). There was an increase in hotel stays in August due to the wildfires but overall there is still a decrease in comparison to last year. Samara Phelps, Mt. Hood Territories, informed the committee that their experience has been similar.

#### **5. Tourism Promotion Update**

##### **f. Hilton Garden Inn**

Vice Chair Rohit Sharma provided an overview of the new hotel. The presentation provided a sneak peak at the hotel amenities.

##### **g. Holiday Inn South Portland - Wilsonville**

Chair Beth Price provided an update to the committee on the new renovations that have been underway at the Holiday Inn South Portland.

#### **6. Adjourn**

The meeting adjourned at 2:45 pm. Next meeting will be scheduled in the winter.

Respectfully submitted by Zoe Monahan on December 23, 2020.