

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, December 17, 2020 • 9 - 11 am

Zoom Virtual Meeting

### 1. Welcome

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

**Ex-officio members, staff, consultants and guests attending:** Zoe Monahan, Mark Ottenad, Brian Stevenson, Mike McCarty Ryan Millard, Genny Boots, Elaine Owens and Bridget Baeth.

### 2. Committee Business and Updates

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

Staff intends to continue recruitment for position #3 as appropriate due to the continued impacts on businesses due to the COVID-19 pandemic. Chair Price noted that she spoke to Abella's Restaurant and they might have a representative interested in serving on the committee.

### d. Transient Lodging Tax Update

Staff provided an update on the current Transient Lodging Tax (TLT) revenues and expenditures. As expected revenues are lower due to the pandemic at nearly \$110,000. There is normally a delay in revenue collections. The expenses, thus far, is \$75,000 for the JayRay contract (68% of revenues). There were no expenses for grants this year and the tourism promotion budget was earlier in 2020 due to Covid -19.

There was discussion about the \$200,000 provided to City relief grants earlier in the year. This was not discussed with the committee. The City Council has the discretion to make those budget changes but in the future staff will try to bring this to the committee for input.

### 3. JayRay Updates

#### d. Future Planning

Bridget Baeth discussed the plan for the next year. The plan will include a slight increase in social media, continued outreach to local writers, and updating the pocket trips. They will update ten themed pocket trips next fiscal year. The themed pocket trips will help future travelers plan their trips, provide activity details and show travelers the proximity to each activity and to Wilsonville. JayRay will be able to incorporate the new copyright free pictures with future promotions and pocket trips. Also, JayRay has recommended that the committee stop paying for the Troutdale, OR STR report as it does not appear to be useful as a comparison at this time. Additional evaluation may be done in the future to determine if a comparable STR report is needed in the future. The committee agreed that it was not necessary to continue to obtain the Troutdale SRT report at this time.

#### e. Q3 & Q4 Program Updates

Both quarters will be focused on reopening preparations. In the third quarter, JayRay will focus updating five pocket trips in these areas 1) food and drink 2) outdoors 3) shop local 4) wine country and 5) history and heritage. These pocket trips will be developed and brought back to the committee for discussion. JayRay also reminded the Committee about the travel and words conference which has been postponed due to the pandemic.

In the fourth quarter, the focus on pocket trips will continue. This quarter JayRay will prepare five more pocket trips in these areas: 1) Arts and Culture 2) Family Fun 3) Farmlandia 4) Relax & Rejuvenate and 5) Bike Trails

#### **f. FY 21-22 Budget Proposal**

Ms. Baeth also walked the committee through the remainder of the Fiscal Year budgets, which were updated to accommodate the cost of the photoshoot. She also walked the committee through the proposed budget for FY 21-22. It is a \$100,000 budget, which accounts for additional social media, development of 10 pocket trips and removes the second STR report. There is a contingency of about \$4,000. The budget can be modified if needed. Overall, it allows JayRay to promote Wilsonville and be ready for to advertise to future visitors when it is appropriate.

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

Sylke Neal-Finnegan and Samara Phelps could not attend the meeting due to meeting conflicts. Ms. Neal-Finnegan providing an update in advance of the meeting noting that the previous week, hotels in Washington County Hotels were at 43.2% occupancy rate, which is a 37.3% decrease during the same week in 2019. The increase in COVID-19 cases has negatively affected occupancy levels.

#### **5. Tourism Promotion Program and City Updates**

##### **f. Arts Culture and Heritage Strategy**

Mark Ottenad provided an overview of the Arts, Culture and Heritage Strategy (ACHS), which was recently adopted by the City Council. The ACHS recommends that a new committee be formed and that it may be appropriate for the city tourism grants to be reviewed by the new committee and funded by another funding source since the recipients are generally focused on local festivals and activities. This would not significantly change the committee's structure or purpose. The plan also recommended that the City create a new position to oversee Arts, culture, heritage, tourism and international collaboration work.

##### **g. Member Updates**

Brandon Roben shared the new ride at Oaks Amusement Park. It is finally operational. Due to COVID - 29 the manufacturer had to get special visas to send the installation team from Italy to install the new ride during the pandemic.

Daren Harmon mentioned that they have reopened outside attractions but they cannot open the inside attractions due to the current regulations.

#### **6. Adjourn**

The meeting adjourned at 10:18 am. Next meeting will be scheduled in January or February 2021.

Respectfully submitted by Zoe Monahan on March 9, 2021.