

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, February 10, 2021

Zoom Virtual Meeting

### 1. Welcome

**a. Voting members attending:** Darren Harmon, 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, Councilor Charlotte Lehan, Genny Boots, Elaine Owens, Bridget Baeth, Stephen Galvan, Sylke Neal-Finnegan, and Samara Phelps.

### 2. Committee Business and Updates

**b. Approve TPC Meeting Minutes of October 13, 2020:** The committee approved the TPC minutes from October 13, 2020 unanimously.

**c. Review / approve FY2021-22 1/5-Year Action/Implementation Plan:** Staff walked the committee through the draft plan that is primarily a status-quo program due to the ongoing pandemic. Committee members corrected scrivener's errors. The JayRay team will continue to update content related to the pocket trips and engage online followers. The JayRay budget will be set at \$100,000 for FY 21/22 and the City will continue to budget for the grant program, which was not allocated in 2019 or 2020. Staff will bring this back for final review in April.

There was an interest from the committee in better understanding TLT revenues. Staff mentioned that they could bring TLT information to the next meeting. Even though revenues are down, the City is committed to the tourism promotion program.

**d. Committee Vacancy and Recruitment:** 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.

### e. Regional Tourism Update

Sylke Neal-Finnegan, WCVA, provided a tourism update regarding Washington County. WCVA is working on a wine tourism promotion program. She reports seeing a decreased number of hotel room rentals. Samara Phelps of Oregon's Mt Hood Territory noted that Clackamas County is seeing similar trends and has been able to bring back two staff members to support their work.

### 3. JayRay Updates

Bridget Baeth provided the committee with a second quarter update. The consultant team has been focused on marketing Wilsonville while being respectful of the fact that the county is still in the extreme risk category for Covid-19. They provided highlights from the October photoshoot and shared recent website updates. The website analytics show that web traffic numbers are down 50% due to the pandemic and the budget cuts. People are visiting the restaurant page. Over 90% of website visitors were new in the second quarter. Facebook engagement is up although the reach is down due to the lack of paid advertising. Instagram reach and average likes increased while engagement slightly decrease. Pinterest engagement is up over 100% from last year. Most of our social media followers are above the age of 35.

JayRay's team also went over the STR report and noted that occupancy was down 23.9% in Q1 2020 from Q1 2019. JayRay is working on packages and will be developing new pocket trips in quarter 3 and 4.

#### **4. 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. Legislative Update**

Mark Ottenad provided a high-level overview of the 2021 legislative session and the bills that the City will be following. The legislative session will run from January – June 2021.

##### **h. December 2020 City Restaurant COVID-19 Business Assistance Grant Program**

Mark Ottenad provided the committee with an update on all of the \$480,000 Business Assistance programs that the City has offered to support local businesses. The most recent program was available to restaurants most impacted by the pandemic.

##### **i. Member Updates**

Brandon Roben shared the new ride at Oaks Amusement Park. It is finally operational. Due to COVID - 19 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 2:30 pm. Next meeting will be scheduled in April 2021.

Respectfully submitted by Zoe Monahan on March 9, 2021.