

# **Wilsonville Tourism Promotion Committee**

## **MEETING MINUTES**

**Wednesday, September 29, 2021**

Zoom Virtual Meeting

### **1. Welcome**

**a. Voting members attending:** Chair Beth Price, Vice Chair Rohit Sharma, Brian Everest, Al Levit Jennifer Gage, Elaine Owen 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, Sylke Neal-Finnegan, Jim Austin, and Dave Parulo

The meeting was called to order at 1:08pm by Chair Price.

### **2. Committee Business and Updates**

Staff requested an amendment to the agenda in order to select a chair and vice chair for the new fiscal year. Rohit Sharma made a motion to amend the agenda and Brian Everest seconded the motion. The motion passed unanimously.

**b. Approve TPC Meeting Minutes of December 17, 2020 and February 10, 2021:** Rohit Sharma made a motion to approve the TPC minutes from December 17, 2020 and February 10, 2021. Brian Everest seconded the motion and the motion passed unanimously.

**c. 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. 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. Sylke Neal-Finnegan mentioned that WCVA will have a new CEO, Dave Parvlo the first of June. Brian Everest made a motion to recommend the FY 2021/22 1/5 year Action/Implementation Plan to City Council for approval. Rohit Sharma seconded the motion and it passed unanimously.

**d. Committee Vacancy and Recruitment:** Staff reviewed the open position for appointment, Position #3, formerly held by Jeff Brown. Position #6, held by Darren Harmon will be open has of July 1, 2021 since he will not be seeking reappointment. We appreciate his service to the Tourism Promotion Committee and City of Wilsonville.

Staff has discussed the committee with a few representatives interested in serving on the committee.

### **3. JayRay Updates**

The committee was introduced to Alex Domine, the newest member of the JayRay Team. Bridget Baeth provided the committee with an overview of the 2020 report. The takeaways from the report included the ads and content created over the year. There was a sweepstakes package developed but it was paused due to Covid-19. The team has continued to refine the website including updates and travel advisories. Blogs were also shared. Social media was ramped up with a campaign and the team was able to leverage local stories. Pintrest was paused for a time.

The Quarter 3 report was also shared with the committee. In Q3 there were new pocket trips developed in addition to new PR. There were also a number of new social and Instagram stories. There was a question about looking at pocket trips with a diversity lens. This could be incorporated in events and it was suggested that the Memorial Day Event be shared through Explore Wilsonville. There was also a question

about click through data. This would require budget for a tracking link. The Chamber noted that they have access to large event software which is free for one year through the chamber.

**4. Tourism Promotion Program and City Updates**

**e. Regional Tourism Update**

Sylke shared the STR information for Washington County. They saw 49.3% room occupancy in the first quarter. They are starting to see occupancy rates going up in Tualatin/ Wilsonville.

**f. Member Updates**

Brian Everest shared winery updates. May is wine month. Wineries are hoping that the risk category will change to lower level than extreme risk. Councilor Lehan noted that vacation rentals are busy for the Tulip Festival. Jennifer Gage, guest, shared that they are seeing more customers in at risk populations at the restaurants. The vaccines seem to be helping people return. They are looking into outdoor seating. Finding labor is a challenge in addition to the changing restrictions. Kevin O'Malley noted that there would be a town hall for business needs with the Mayor. Brian Stevenson noted that there is not a lot of rentals due to restrictions and the KWMO Memorial Day Celebration will small.

**g. Tourism Lodging Tax Update**

Staff provided a brief overview of the current Tourism Lodging Tax revenues.

**5. Next Meeting**

**h. Doodle poll for a fall meeting date**

Staff will send out a doodle poll to select the meeting date for the fall.

**6. Adjourn**

The meeting adjourned at 2:55 pm. Next meeting will be scheduled in fall 2021.

Respectfully submitted by Zoe Monahan on June 11, 2021.