



TOURISM PROMOTION COMMITTEE MINUTES

February 28, 2024 at 1:00 PM

CALL TO ORDER

1. **ROLL CALL**

PRESENT

Chair Brandon Roben
Councilor Caroline Berry
Member Elaine Owen
Member Jennifer Gage
Member Lin Anderson
Member Sungmin Park
Ex Officio Brian Stevenson

ABSENT

Vice-Chair Rohit Sharma
Lynn Sanders

STAFF

Mark Ottenad
Zoe Mombert
Brian Stevenson

GUEST

Matthew Landkamer, Whereabout Travel
Greg Netzer, Whereabout Travel
Bridget Baeth, JayRay
Cara Sjogren, JayRay
Jen Willey, JayRay

CONSENT AGENDA

2. **Tourism Committee Minutes – November 9, 2023** – *Jennifer Gage made a motion to approve the November 9, 2023 Minutes. Lin Anderson seconded the motion. Motion passed.*
3. **Tourism Committee Minutes – November 29, 2023** – *Jennifer Gage made a motion to approve the November 29, 2023 Minutes. Lin Anderson seconded the motion. Motion passed.*

COMMITTEE BUSINESS

4. 1/5 Year Plan

Staff shared the proposed one year implementation plan, five year action plan with the committee. The document is developed annually. This year, the action plan is omitted since the committee is in the process of updating the tourism promotion strategy. Jennifer Gage expanded on the accomplishments and confirmed the Five-Year Plan did not include those accomplishments because they are working on new strategy. There were no concerns. The final plan will be brought to the committee for final review and recommendation to City Council in May.

Bridget Baeth from JayRay discussed the work that was accomplished over the past year. The annual plan (discussed below) will be included in the 1/5 year plan that is reviewed in May.

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

5. 2023 JAYRAY ACTIVITY SUMMARY

JANUARY-MARCH

- Cozy season geolocation campaign ran January-February
- Attended Oregon Destination Association Conference
- Finalized new logo
- Developed and distributed spring media pitch

APRIL-JUNE

- Ran spring blog ad on social media March 1-May 31
- Developed summer blog and media pitches
- Travel Oregon Visitor Guide ad through Oregon Mt. Hood Territory Co-Op
- Created teaser brochure
- Secured Portland Mom Collective article
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism
- Conference with refreshed media fact sheet

JULY-SEPTEMBER

- Launched visual identity
- Launched new website
- Ran summer blog ad on social media June 1-August 31
- Developed and distributed fall media pitch

OCTOBER-DECEMBER

- Coordinated photo/video shoot
- Launched winter geolocation marketing campaign with new videos
- Refreshed winter blog and developed media pitch

ONGOING

Website management and hosting, social media management, STR and geolocation data analysis

6. **JAYRAY MARKETING UPDATE**

- Overview of annual marketing work
- New logo/website
- Media pitches in spring & fall
- Geolocation overview
 - California market grew
- Photo-worthy experience - top performer (links to be emailed to the committee since they were not playing correctly during the meeting.)
- Previewed videos and reels
- Current - video ad and retargeting past visitors
- Video – Pacific Northwest (PNW) Adventures ad. Highly targeted. It’s hard to say why they performed so well. Will have info by mid-March

TOURISM PROMOTION PROGRAM

7. **Tourism Development Strategy Project**

- Overview of approach
 - Survey is going on now
 - Looking to visit in early summer
 - Goals and what gets us there/measurements
 - Send link to committee

CITY UPDATES

- RFP to go out to study for non-motorized at Boones Ferry Park
- Korean War Memorial - end of March installation
- June 29 event Korean War Commemoration and Grand Opening
- Boones Ferry - bathroom and accessible park
- Stein Boozer Barn - open house coming up this spring
- Memorial Park skate park mural

City working with ODOT on:

- Boone Bridge – seismically resilient
- French Prairie Bridget - bike and pedestrian facility
- Greater funding available
- Could join Ice Age Scenic to Scenic Byway
- I-5 pedestrian bridge - Grant request to fund.

COMMITTEE MEMBER UPDATES

- Elaine Owen noted that a new pastry chef was hired at Lady Hill Winery and the Oregon ballet to open at the winery
- 95th Avenue (construction February - August)
- Vanguard open during Hillman and Boones Ferry
- Oaks Park is working on changing age requirement for amusement ride operators from age 18 to age 16 (this will help with staffing). Should be adopted April 11.

ADJOURN

Meeting adjourned at 2:15 pm

NEXT MEETING

Wednesday, May 1, 2024 at 1:00pm