



TOURISM PROMOTION COMMITTEE MINUTES

May 01, 2024 at 1:00 PM

Wilsonville City Hall & Zoom: <https://zoom.us/webinar/81618970997>

CALL TO ORDER - Meeting was called to order 1:02 pm

PRESENT

Chair Brandon Roben
Vice-Chair Rohit Sharma
Councilor Caroline Berry
Elaine Owen
Jennifer Gage (1:06 pm)
Sungmin Park
Ex Officio, Brian Stevenson
Ex Officio, Kevin Ferrasci O'Malley
Ex Officio, Sylke Neal-Finnegan

ABSENT

Lin Anderson
Lynn Sanders

STAFF

Mark Ottenad
Zoe Mombert

GUEST

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

CONSENT AGENDA

2. **Tourism Committee Minutes** – Vice-Chair Sharma made a motion to approve the February 28, 2024 Minutes. Sungmin Park seconded the motion. Motion passed.

COMMITTEE BUSINESS

3. 1/5 Year Plan – Vice- Chair Sharma moved to recommend City Council adopt the Tourism 5-Year Implementation Plan and One-Year Action Plan as presented. Sunqmin Park seconded the motion. Motion passed.

MARKETING UPDATES

4. JayRay Marketing Updates/Recap (2023 Report)

- Page views are up
- Influenced articles
- Highest return. \$293.79 for \$1.00 spent on marketing campaign
- Surpassing most goals. Will need to increase goals for next year
- Ad campaign had an impact on social media
- Shared top social content
- Two travel writers visited
- Media coverage on the website – 8 articles added to media room
- 88% video completion rate on ad campaign
- Room nights \$1,226
- Will look to see if there is more travel in the next three months
- More trips – less nights
- Decrease in age group from last quarter
- Eugene, Portland, Seattle 41% trips
- STR is uploaded into Datafy to increase the data validity
- Top travel – Medford/Klamath Falls, Bend, Sacramento. Staying more nights. Year over year up 73%.
- Interest in a video for hotels. Bridget will send information to hotels.
- QR code at all city locations and hotels

TOURISM PROMOTION PROGRAM

5. Tourism Development Strategy Project

- Timeline updated
- Data/document collection
- Interviews complete
- Schedule focus groups this fall
- Extending survey
- In-market analysis forthcoming
- Pause July, resume in September for workshops
- Fall update to the Tourism Committee before going to City Council in November

ADJOURN – Meeting adjourned at 2:00 pm

NEXT MEETING - Weekday, September 11, 2024 @ 9:00 am