



TOURISM PROMOTION COMMITTEE MINUTES

September 13, 2024 at 1:00 PM

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

CALL TO ORDER - Meeting was called to order 2:01 pm

PRESENT

Chair Brandon Roben
Vice-Chair Rohit Sharma
Councilor Caroline Berry
Elaine Owen
Sungmin Park
Ex Officio, Brian Stevenson

ABSENT

Jennifer Gage

STAFF

Mark Ottenad
Zoe Mombert

GUEST

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

CONSENT AGENDA

2. **Tourism Committee Minutes** – Vice-Chair Rohit Sharma made a motion to approve the May 1, 2024 Minutes. Sungmin Park seconded the motion. Motion passed.

COMMITTEE BUSINESS

3. **Select a Chair and Vice-Chair** – Elaine Owen made a motion to reelect Brandon Roben as Chair and Rohit Sharma as Vice-Chair. Sungmin Park seconded the motion. Motion passed.

MARKETING UPDATES

4. Bridget Baeth and Jen Willey provided an update of the Dashboard for FY23-24 compared to FY 22-23.

- Have met most goals
- New website views were highlighted
- Social media overview
- Food always performs well
- Return on advertise spending over \$800 for \$1
- Opportunity markets: Medford, Klamath Falls, Sacramento, Bend. People that stayed in hotels, also stayed in these markets from the campaign
- In general, people staying longer but less trips: Eugene, Portland, Seattle – still major markets for visitors

TOURISM PROMOTION PROGRAM

5. Update on project:

- High level of 11 draft key strategic objectives
- Considerations and update on the planning team meeting
- Who came from a market assessment, resources from the city, industry themes and shareholder interviews
- Visioning and position statement will be developed for the next phase of planning
- Three more planning sessions scheduled
- Did not receive enough feedback. Lack of engagement from the community.

6. COMMITTEE QUESTIONS

- Committee questioned how we can improve/push things forward. What is needed?
- Recommend some sort of staff support – primary function. One small part of the job and marketing – not on the ground.

CITY UPDATES

- Will meet October 11 at 2:00 pm. Also set a meeting time for November 4 to recommend TDS to City Council
- New Boones Ferry accomplishments coming soon
- River access feasibility study about to begin
- Question about I5 north-bound metering on weekends
- Oaks Park – Oktoberfest September 20-22
- Mt. Angel Oktoberfest September 12-15
- Haunted mazes in October
- Working on winter light event

ADJOURN – Meeting adjourned at 3:22 pm

NEXT MEETING – October 11, 2024 @ 2:00 pm