



# TOURISM PROMOTION COMMITTEE MEETING MINUTES

October 11, 2024 at 2:00 PM

Wilsonville City Hall & Remote Video Conferencing

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**CALL TO ORDER** - Meeting was called to order at 2:02 p.m.

## PRESENT

Chair Brandon Roben  
Vice-Chair Sungmin Park  
Elaine Owen  
Jennifer Gage  
Councilor Caroline Berry  
Ex Officio Brian Stevenson

## STAFF

Mark Ottenad  
Zoe Mombert

## GUEST

Greg Netzer, Consultant, Whereabout Travel  
Matthew Landkamer, Consultant, Whereabout Travel

## CONSENT AGENDA

Tourism Committee Minutes – Vice-Chair Sungmin Park made a motion to approve the September 13, 2024 Minutes. Elaine Owen seconded the motion. Motion passed unanimously.

## TOURISM PROMOTION PROGRAM

### Select Vice Chair

Chair Brandon Roben made a motion to select Sungmin Park as Vice-Chair. Jennifer Gage seconded the motion. Motion passed unanimously.

### Tourism Development Strategy

Matthew Landkamer and Greg Netzer discussed the strategy timeline. The timeline will be extended with the addition of a few meetings.

Whereabouts went over

- Proposed destinations
- Vision
- Competitive position
- Keys to destination evaluation
- Discussed nine core area strategies and indicators to support

Responses/Questions

- Recommendations will be included in the plan
- Suggested early wins
- Tracking would be done, likely by staff
- Questions about gap analysis and toolkit
- Marketing toolkit for “liquid tourism” and restaurants should be incorporated
- Consider adding location between Cascades and Pacific Ocean in the description
- Art could be temporary or permanent
- What percentage of the current strategy has been implemented?
- What is successful? 15-20% is considered successful.
- “Phasing-in” plan will be developed and incorporated into the plan.

#### Future Meeting Schedules/Timeline

- October 15, Planning team meeting
- November 4, Tourism Promotion Committee
- November 18, City Council Work Session
- November – Meet with Explore Tualatin Valley and Mt Hood Territory

**ADJOURN** – Meeting adjourned at 3:03 p.m.

#### **NEXT MEETING**

Monday, November 4, 2024 at 2:00 PM