



TOURISM PROMOTION COMMITTEE MINUTES

November 9, 2023 at 9:00 am

Wilsonville City Hall & and Zoom (<https://us02web.zoom.us/j/81618970997>)

CALL TO ORDER - Meeting was called to order at 9:04 am

1. **Roll Call**

PRESENT

- Chair Brandon Roben
- Vice-Chair Rohit Sharma
- Member Jennifer Gage
- Member Lin Anderson
- Member Sungmin Park
- Councilor Caroline Berry
- Ex Officio Sylke Neal-Finnegan

ABSENT

- Elaine Owen

STAFF

- Mark Ottenad
- Zoe Mombert

CONSULTANTS

- Bridget Baeth, JayRay
- Cara Sjogren, JayRay
- Jen Willey, JayRay

CONSENT AGENDA

September 6, 2023 Minutes - Rohit Sharma made a motion to approve the September 6, 2023 Committee Minutes. Sungmin Park seconded the motion. Motion passed unanimously.

COMMITTEE BUSINESS

Tourism Strategy Responses to RFP – There was discussion regarding the three RFPs submitted, (PKF Hospitality, the Research Associates and Whereabout). All three were professional and thorough.

Tourism Development Strategy Scoring Guide. Final scoring for the three RFPs resulted in The Research Associates and Whereabout in the top two positions. Sungmin Park made a motion to interview The Research Associates and Whereabouts. Jennifer Gage seconded the motion. Motion passed unanimously. (Reports are saved in the meeting packet.)

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

JayRay Quarterly Report: JayRay staff provided an update on their marketing efforts. They highlighted their recent visit to Wilsonville with a photographer and videographer to develop a few new marketing campaigns.

CITY UPDATES

- Kitakata Sister City delegation visited for the 35th Anniversary.
- The Korean War Memorial Interpretive Center should be done by the end of 2023.
- Bringing people in for sports events.

COMMITTEE MEMBER UPDATES

- Brought back the Brewfest (Vanguard)
- Hilton Hotel has a significant number of staff of Micronesians who emerged from the Trust Territory of the Pacific Islands known as Micronesia.
- Holiday Inn, Wilsonville banquets/training back to 65% of 2019 recovery
- Abella Italian Kitchen is looking for a new buyer
- Economy is impacting the hospitality and entertainment industry
- Request was made for a cinema update

ADJOURN – Meeting adjourned at 10:23 AM

NEXT MEETING – November 29, 2023 at 12:45 pm (please note the time change.)