



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: February 7, 2022		Subject: Resolution No. 2951 A Resolution of the City of Wilsonville City Council updating the Wilsonville Tourism Promotion Committee Charter of Resolution 2541 (2015). Staff Member: Zoe Mombert, Assistant to the City Manager Department: Administration	
Action Required		Advisory Board/Commission Recommendation	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input checked="" type="checkbox"/> Resolution Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable Comments: The Tourism Promotion Committee unanimously recommended the update be approved by City Council at their January 13, 2022 meeting.	
Staff Recommendations: Staff recommends City Council approve the Consent Agenda.			
Recommended Language for Motion: I move to approve the Consent Agenda.			
PROJECT / ISSUE RELATES TO:			
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s)	<input checked="" type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

City Council adoption of the revised Tourism Promotion Committee Charter of Resolution No. 2541 (2015).

EXECUTIVE SUMMARY:

This resolution is brought as a housekeeping matter to City Council by recommendation of the Tourism Promotion Committee.

The Tourism Promotion Committee was established by Resolution 2541 on June 15, 2015. The committee has been working to advance the Tourism Development Strategy adopted by City Council in May 2014 via Resolution No. 2468.

On December 20, 2021, the City Council adopted Resolution No. 2941, which created the new Arts, Culture and Heritage Committee (ACHC). The new ACHC will assume responsibility for administering the former Community Tourism Matching Grant Program, now renamed the Community Cultural Events and Programs Matching Grant Program. Currently the grant programs objectives and criteria remain the same.

The Tourism Promotion Committee (TPC) has been responsible for local and county tourism grant review since 2015 as outlined in the committee bylaws; formerly the Parks and Recreation Advisory Board reviewed applications and awarded grants. The TPC will review the applications in spring 2022 while the ACHC is being created.

Members of the TPC have expressed that the Community Tourism Matching Grant Program primarily funds local community nonprofits that sponsor events such as the Wilsonville Festival of the Arts, Fun in the Park, Brewfest and other events. Per state law, the focus of the TPC is to attract visitors from over 50 miles away who are more apt to use local lodging that generates transient lodging taxes that fund the tourism promotion program. Thus, the TPC has felt somewhat obligated by community norms to continue to fund these events; the TPC focus is on the work by the City's Tourism Promotion and Destination Marketing Contractor, JayRay of Tacoma, WA.

Staff recommends updating Section 3.C. of the TPC bylaws to remove the reference to the community matching grant program and Clackamas County grant program that has been discontinued during the pandemic. Section 3.C. has been updated to still allow the committee flexibility for future tourism grant opportunities.

Staff has also added Section 3.D. outlining that the Committee is responsible for overseeing the Tourism Promotion and Destination Marketing contract as well as developing the Five-Year Action Plan and annual One-Year Implementation plan to prioritize and fulfill the recommendations in the Tourism Development Strategy. This additional language is consistent with the current work of the TPC.

Finally, staff is recommending the addition of Section 9, which is a conflict of interest provision. The provision has been added since the committee can make recommendations regarding contracts and grants awards. The City included similar language in the ACHC bylaws. The City also provided conflict of interest training to the Wilsonville – Metro Community Enhancement Committee as well as the Diversity, Equity and Inclusion Committee.

EXPECTED RESULTS:

Continue to advance work of the Tourism Promotion Committee.

TIMELINE:

The resolution will be effective upon adoption.

CURRENT YEAR BUDGET IMPACTS:

There are no budget impacts to the current fiscal year.

FINANCIAL REVIEW:

Reviewed by: KAK Date: 1/20/2022

LEGAL REVIEW:

Reviewed by: BAJ Date: 1/24/2022

COMMUNITY INVOLVEMENT PROCESS:

N/A

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

N/A

ALTERNATIVES:

N/A

CITY MANAGER COMMENTS:

N/A

ATTACHMENTS:

- A. Resolution No. 2951, A Resolution of the City of Wilsonville City Council updating the Wilsonville Tourism Promotion Committee Charter Bylaws.
 - 1. City of Wilsonville Tourism Promotion Committee Charter Bylaws, June 2015, Revised January 2022
- B. Tourism Promotion Committee Charter Bylaws with track changes showing updates to June 2015 version made January 2022