Wilsonville Tourism Development Strategy Task Force

MEETING #4 AGENDA

Thursday, March 20, 2014
6:00 – 8:00 pm
Willamette River Conference Rooms
Wilsonville City Hall
29799 SW Town Center Loop East

1. Welcome and Introductions  
   • City Councilor Julie Fitzgerald, Chair

2. Recap of Draft Tourism Development Strategy (TDS) to Date  
   • Bill Baker, Total Destination Marketing

3. Discussion of Branding and Positioning (TDS page 28)

4. Discussion of Attractors and Experiences (TDS pages 29-31)

5. Discussion of Infrastructure and Placemaking (TDS pages 32-39)

6. Discussion of Marketing Communications (TDS Pages 40-46)

7. Discussion of Leadership and Organization (TDS Pages 47-62)

8. Public comment  
   • City Councilor Julie Fitzgerald, Chair

9. Next steps  
   o Public Comment Period on Draft Strategy: March 21-31
   o City Council Work Session: Mon, April 7, 5 pm
   o Task Force Meeting #5: Thur, April 24, 6-8 pm, at City Hall
   o City Council Meeting: Mon, May 5, 7 pm