



CITY OF LAKE OSWEGO
Tourism Advisory Committee Minutes
City Hall – Council Chambers
March 20, 2019

I. Call to Order / Roll Call

Chair Sonal Haladay called the meeting to order at 10:03 am

Members present: Sonal Haladay, Andrew Edwards, Brian Monihan, Patti Mertz, Phyllis McCanna, Becky James, Kim Van Syoc, Jefferson Moore, Councilor John LaMotte and former Councilor Jon Gustafson

Staff present: Kari Linder - Deputy City Recorder

Absent: Bill Tierney

II. Approval of Meeting Minutes – November 14, 2018

Andrew Edwards moved to approve the minutes as written, Phyllis McCanna seconded the motion. The minutes from November 14, 2018 were unanimously approved by voice vote.

III. Elect Chair and Co-Chair

Kim Van Syoc offered to be Chair and Brian Monihan offered to be Co-Chair. Selections were unanimously approved by voice vote.

Action: Kari Linder to update website and roster with new Chair and Co-Chair

Kim is on the artist selection committee and gave TAC an update on the Gateway art project. The committee met a couple weeks ago and RFP's are out and due June 1st. They are meeting again in May to determine the criteria for how the artist will be selected and process to get to three finalists.

IV. Grant Update – Becky James, Jefferson Moore and Phyllis McCanna

The subcommittee met on February 20th to review the six applications. They agreed to fund all except for the Trolley and requested more information from the Heritage Foundation. Jon Gustafson, President of the Willamette Falls Heritage Foundation was at the meeting to answer questions of the committee regarding their application and funding request. Below is the summary of the committees decision on the applications:

- **Clematis Garden - \$10,000**
- **Willamette Falls - \$10,000**
- **Heritage Council - \$10,000**
- **Wine Walk - \$7,000**
- **Chamber video - \$5,000 – pending**
- **Total Funding: \$42,000**

- **Not Funded – Trolley (\$10,000)**

The committee discussed reoccurring funding for those organizations that have applied a couple years in a row that have received funding. After year 3, recipients would submit a report of their numbers and results to TAC for review.

Action: Kari to email applicants the results of the committees funding decisions

Former City Councilor Jon Gustafson spoke about the project and the main goal of the coalition to get National designation of the Willamette Falls. It takes an act of Congress to get the designation and they are working with delegates to get that passed. In additional, they are creating an interactive map. They have great partners with Metro, Clackamas County, Clackamas Tourism and the cities of West Linn and Oregon City and they are

leveraging a collective support to make the Falls a great place to visit. They are also working on changing the name of the coalition and also to open up the locks for boats such as Portland Spirit to be able to travel more of the river up to wine country.

Sonal Holaday moved to approve the funding of the Willamette Falls Heritage Coalition of \$10,000, Andrew Edwards seconded the motion. The grant application was unanimously approved by voice vote. Willamette Falls would be a reoccurring funding recipient and will need to report on how the funds are spent each year but will not need to reapply for a grant each year.

V. Council Update – Councilor John LaMotte

John gave an update on what Lake Oswego City Council is working on.

- Short term rentals – Planning Commission is working on making STR's legal with decisions on the following perimeters to be finalized, such as owner occupied/primary residence, taxed, require business license, how money is collected, time requirements etc. At the early meeting in April, PC will have a draft of what legalizing STR's will look like. Air Bnb is one of five vendors.
- Parks Bond – on the May election. Council approved a 24 cent cap per thousand, which could generate up to \$30 million over 20 years.
- North Anchor – Vanessa Sturgeon and team came to council in March regarding their 121 room hotel with retail and restaurants below and a parking garage. A new agreement will be coming out in a couple of weeks for council to sign off on. Hotel would potentially open in 2021.
- Hallinan – An executive session has been scheduled on the possible purchase of the NW corner of the Hallinan woods. An appraisal will be done.
- 5200 Meadows – This industrial building is in unincorporated LO and is in the process of being annexed into the city.
- Lake Grove – Some of the zoning on the frontage to Boones has been changed to preserve some trees and allow development.
- Foothills – Council discussed options on redeveloping the current plant or building a new plant.
- Boards & Commissions – New annual recruitment process underway with applications opening on April 1st. Seven of the 11 boards have openings this year and next year all 11 will have openings.

VI. 2018/2019 Work Plan, Action Plan & DMO

Sonal led the group through the 2018/2019 work plan she revised based upon the edits the committee had from the meeting in November. Patti presented the work plan and the DMO to the Boards & Commissions Summit in February. Skip O'Neill also mentioned the DMO proposal at the Goals Setting Retreat and it was positively received by council. TAC will be sending out a RFP and review proposals to create a standalone website that is updated regularly with events, restaurants, etc., by a content manager as well as provide funding. Sonal is thinking the Chamber would manage the DMO so we don't duplicate efforts or possibly hire a consultant that TAC would monitor.

Sonal posed the question to TAC about how are we going to get this accomplished and who will execute the different components of it. TAC discussed partnering with the Chamber on how to maintain the site once the DMO has it established and what that partnership would look like and how the funding piece would be factored in.

Patti proposed TAC doing research on other cities with DMO's to find out how they are utilizing that organization to create their city's site. Each TAC member is going to reach out to the following cities and gather research to help TAC draft the RFP and be more prepared regarding the budget expectations that will be proposed to council.

Sonal – Walla Walla, WA
Patti Mertz – Stillwater, MN
Phyllis – Bellevue, WA
John LaMotte – Birmingham, MI and Galena, IL
Jefferson Moore – Stowe, VT
Andrew Edwards – Carmel, CA
Becky – Winter Park, FL
Kim – Scottsdale, AZ
Brian – EO Media (Discover our Coast)

Action: Kim Van Syoc to email group questions to ask cities regarding their DMO sites and then report back to the group.

Action: TAC to prepare to present to Council during the May 7th or May 21st meetings

Action: Kari Linder to add TAC proposal to Council Agenda for May

VII. Banners on A Avenue – Sonal Haladay

Sonal is working on finding out who is responsible for updating the Banners on A Avenue and getting those updated more regularly. John LaMotte is also asking around and working on this too.

VIII. Set Next Meeting Date

Next TAC meeting will be Wednesday, April 24, 2019 at 10am at the Main Fire Station on 3rd and B Ave.

Action: Kari Linder to book location, add meeting date to website, compile agenda packet and send meeting minutes to members.

Action: Kari Linder to prepare budget information on how much money is available for DMO.

Action: Kari Linder to email grant applicants the results of the Sub-Committee and TAC's decision on funding approved grants.

Action: Kari Linder to invite the Chamber to come talk to TAC regarding their grant application and will be in touch on a date.

Meeting adjourned at 11:57 a.m.

Respectfully submitted,

Kari Linder
Deputy City Recorder
City of Lake Oswego