

**RESOLUTION NO. 1490**

**A RESOLUTION AUTHORIZING PARTICIPATION IN THE EAST COUNTY MARKETING STUDY TASK FORCE AND APPOINTING MARY GREENSLADE AS THE CITY'S REPRESENTATIVE.**

**THE TROUTDALE CITY COUNCIL FINDS AS FOLLOWS:**

1. Metro Councilor Rod Park, in cooperation with the Portland Oregon Visitors Association (POVA), proposes the creation of a Limited Duration East County Tourism Marketing Study Task Force ("the Task Force") of private sector representatives to assist in the development of a marketing strategy for the tourism and hospitality industry of East Multnomah County, as set forth in a letter dated May 17, 2000 ("the Marketing Study Proposal"); and
2. The Marketing Study Proposal suggest a completion date of August-September 2000, and proposes that either POVA or a city or cities advance the funds necessary to carry out the Proposal; and
3. The Marketing Study Proposal requests that the City of Troutdale appoint one representative to the Task Force.

**NOW THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TROUTDALE**

1. The City of Troutdale agrees to participate in the Marketing Study Proposal but will provide no funding; the City of Troutdale prefers that all funding comes from POVA;
2. The City of Troutdale appoints Mary Greenslade as the city's representative on the Task Force;
3. It being the preference of the City of Troutdale and Mary Greenslade, and an integral part of the Marketing Study Proposal, that the Marketing Study be of limited duration, the participation of the City of Troutdale will terminate upon completion of the marketing study, or on September 30, 2000, whichever occurs first; and
4. The City of Troutdale acknowledges the contribution of the Troutdale Area Chamber of Commerce in successfully marketing Troutdale and its environs on behalf of the tourism and hospitality industries; and the City of Troutdale

resolves that Troutdale's portion of any regional tourism development funds available now or in the future be given to the Troutdale Area Chamber of Commerce for use in tourism development.

YEAS: 7

NAYS: 0

ABSTAINED: 0

  
Paul Thalhofer, Mayor

Dated: 6-15-00

  
Debbie Stickney, City Recorder

Adopted: 6-13-00

## COUNCILOR ROD PARK

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METRO

May 17, 2000

From: Metro Councilor Rod Park

To: City of Fairview  
City of Gresham  
City of Troutdale  
City of Wood Village  
East County Hotel/Motel/Tourism Industry  
Gresham Area Visitor Association  
Gresham Area Chamber of Commerce  
Troutdale Area Chamber of Commerce

Re: Thoughts on a Process for Development of a Marketing Strategy for the Tourism and Hospitality Industry of East Multnomah County

Create a Task Force for the Following Purpose:

*To Solicit, Analysis and Recommend a Strategy from the affected Private Sector on a Marketing Plan and Organizational Structure to Promote the Tourism Industry in the Cities of East County*

**I. Create a limited duration East County Tourism Marketing Study Task Force by requesting a private sector representative to serve from the following:**

- One appointment from each of the four east county cities.
- One appointment from Gresham Area Visitor Association
- One appointment from the Gresham Area Chamber of Commerce
- One appointment from the Chamber portion of the Troutdale Area Chamber of Commerce.
- One appointment from the Visitor portion of the Troutdale Area Chamber of Commerce  
(This would create an 8 member task force of private sector interests.)

The Task Force may be assisted by a Technical Advisory Team consisting of the following:

- One representative from POVA
- One representative from Mt. Hood Community College hospitality program
- Others as identified as needed by the Task Force

**II. The Task Force will be charged with the following:**

1. To solicit proposals to develop a marketing strategy for the east county tourism industry.
2. To select a proposal.
3. To assist in the completion of the marketing study and business plan.
4. Upon completion of the study, recommend a business plan, funding source(s), partners and an organizational structure which will best support the east county visitor and hospitality industry.

**III. Funding:**

POVA and the East County Task Force would share equally in the estimated cost of \$10,000 - \$20,000 for the Marketing Study. The East County Task Force share to be derived from future dollars from the east county portion to the Visitor Development Fund from the newly enacted Hotel/Motel Tax. Possible interim funding sources will be necessary as the Visitor Development Fund has not been developed as of yet. Potentially POVA or a city or cities in East County Task Force may be willing to advance the initial investment.

**IV. Time of Completion:**

August-September 2000.