



**Tourism Development Council Meeting  
Board of County Commissioner's  
Joint Meeting**

**APPROVED MINUTES**

**Wednesday**

**March 8, 2023**

**1:00 – 2:00 p.m.**

Recording available at <https://www.youtube.com/watch?v=apnyhLWCEEU>

**Members Present:** David Penilton, Catherine Nyland, Luke Spencer, Tessa Koch, Holly Pfortmiller, Gail Yazzolino, Hans Wipper

**Board of County Commissioners:** Tootie Smith, Mark Shull, Ben West, Martha Schrader, Paul Savas

**County Administrator:** Gary Schmidt

**Staff Present:** Ithaca Janzen, Janice Nilson, Samara Phelps, Jim Austin, Annie Austin

**Others:** Thelma Haggemiller, Slow Poke Tours

**Action Items:**

**Welcome** – County Chair Tootie Smith & TDC Chair David Penilton

- Welcomed everyone and thanked for coming.
- Conducted introductions of those present

**Overview of Transient Lodging Tax (TLT) Ordinance** – Samara Phelps, Executive Director

- An overview of the TLT Ordinance was presented
- No Questions were asked

**TDC Funding Mechanism – case study from previous requests** – David Penilton, TDC Chair

- Open Discussion BCC / TDC

**Discuss current needs and opportunities for funding including heritage, history, culture and arts** –

Chair Smith and TDC Chair Penilton

- Concerns regarding addressing the needs of museums and historical assets that are not funded very well was discussed.
- The County's resolution on history and heritage was shared. Actions related to it discussed. Members of the BCC shared an urgency around this issue.
- Upcoming Tourism strategic investment program priorities discussed.
- TDC and staff shared how tourism program does engage heritage in program.

**Upcoming opportunities for joint efforts**

- Commissioner Savas and Commissioner Shull shared work with Short term rentals (STRs). If BCC were to pursue this, seed money needed to get this started. TDC support for startup funding requested.



- Suggested those with questions watch the BCC Policy Session on STRs Wednesday March 15.
- TDC indicated willingness to provide funds toward startup if they are within mechanism allowed for TRT and is not long term funding. Directed staff to work with BCC on this.

Adjourned: 2:03 pm

Following the meeting an overview of recent Tourism program activity related to heritage and history was shared. This overview and the resolution on history and culture referenced are included below.

## Heritage Engagement

Tourism supported heritage and history in the following ways since the Board of County Commissioners passed Resolution No. 2021-55 In the Matter of Affirming Clackamas County's Commitment to History and Culture.

Heritage/cultural tourism is one of the three pillars of tourism in Clackamas County and included in the Tourism Master Plan. The examples included reflect opportunities with strong alignment between Tourism's mission of economic development and heritage initiatives.

### Highlights from ongoing work

- [Heritage Trail](#) – Created, host and maintain the Heritage Trail which includes 25 sites throughout the county. This year the logo was refreshed and signage updated. Heritage trail is promoted through marketing channels and by partners on the trail.
- Willamette Falls & Landing Heritage Area (WFLHAC) – Member, Director serves on the Management & Operations, and provide platform for the WFLHAC to host an expanded heritage trail that includes the entire Heritage Area.
- [Oregon Trail Activity Book](#) – Created this piece designed to invite families to experience the Oregon Trail. More than 53,000 distributed to date. This includes teachers around the country and locally. This week 80 were delivered to a Milwaukie elementary. The guide will be reprinted this year.
- Clackamas County Heritage Council – Continued engagement as a member, attending meetings sharing discounted co-op advertising, opportunities, providing agenda content, and offering to cover registration to State Heritage conferences/summits to heritage partners.
- Familiarization (Fam) Tours include a heritage partner site – The Fall 22 frontline staff fam tour included the Dibble House (Molalla Historical Society) and Canby Ferry. Each virtual fam in 2021 included heritage partners.
- Willamette Locks Authority - Approved funding \$120,00 toward the startup needs of the Willamette Locks Authority.

### Marketing highlights

- Consumer newsletter - Heritage/history content regularly included in newsletters, especially for museums and sites. [Recent example: Baker Cabin and Canby Ferry](#)
- Co-op marketing program with nonprofit rates - This includes two niche co-ops just for heritage partners and museums. [Co-op advertising example.](#)
- Barlow Road 175 in Fall 2021– Heritage partners aligned to commemorate this milestone and Mt. Hood Territory partnered with American Road (76% of readers center trips around history/heritage sites and museums) Mt. Hood Territory now works with American Road on a year round basis because of the strong audience for heritage motivated travel. Examples: [Barlow Road 175 spread](#) • [Mt. Hood Territory heritage page](#) | [Winter 2022 spread](#)
- Paid social media advertising - Roughly 25% of ads focus on heritage/history content. Our Canby Ferry boosted Reel (promoting the Heritage Trail) is blowing it out of the park! Visit [@mthoodterritory](#) on Facebook and Instagram for other examples. And visit our [YouTube heritage playlist](#).

- PR efforts - Recent focus on local TV and statewide TV and newspaper coverage of identified priority messages includes a push around Museum Store Sunday and International Museum Day in May. Example: [Museum Store Sunday content pitched](#)
- Search Engine Marketing (SEM) and Google ads - About 20% of ads direct folks to history/heritage content. Article promoting family travel for kid-centric history museums/sites is one of our top performing ads. An example of autumn content that performed the best directed users to [this article about Oregon Trail stops for kids](#).
- 2022 travel planner – Includes multi-page section on heritage and arts. [Heritage & Arts section begins on page 22](#). Please note that History sites and topics are carried throughout the planner, a good reason to read the whole thing and plan a staycation or trip for friends and relatives. ☺ Also, the TDC approved to expand the travel planner's page count next FY, which will increase pages in this section. Roughly 90,000 2022 travel planners have or will be distributed through Washington state ferries, Oregon welcome centers and travel planner sites such as Travel Guides Free and Go Oregon.
- 2022 Things To Do Guide & Map includes many heritage/history/culture stops. Distributed across Clackamas County hotels, welcome centers, etc. [Go to Request a Travel Planner Page and click on Download a Things To Do Guide & Map](#).
- Digital ad campaigns with Datafy - 22% of ads have directed folks to history/heritage articles, pages and content. This partnership strongly aligns audience to the message.
- Arch Bridge Centennial Celebration - Promoted event with KATU in collaboration with event's committee to create awareness for the October 1 event. [Afternoon Live segment on KATU](#) | [Also aired on AM Northwest](#) | [Custom email](#) | [Commercial](#)
- AAA advertorial in cultural museums issue - Worked with heritage partners on piece promoting museums and heritage sites for November/December issue. [AAA Via advertorial](#)
- Winter 2022 heritage/history co-op – This is the most recent work with American Road. [Heritage winter 2022 co-op](#)

### **Marketing in the works**

- Local media campaign for Heritage Pass - Developing a custom campaign to promote the Clackamas County Heritage Pass. The pass is the Heritage Council's priority message.
- Tinybeans campaign - Promoting history/heritage/museums/sites in Mt. Hood Territory this late spring with this family-centric media company.
- Coloring Contest – Featuring the refreshed heritage trail through a coloring contest with American Road. A copy of the Oregon Trail Activity Book will also be included as an insert in all summer 2023 American Road issues to mail subscribers.

**BEFORE THE BOARD OF COUNTY COMMISSIONERS  
OF CLACKAMAS COUNTY, STATE OF OREGON**

In the Matter of Affirming  
Clackamas County's Commitment  
to History and Culture



Resolution No. 2021-55

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WHEREAS, Clackamas County recognizes that history and culture reflect and shape values, beliefs, and aspirations, defining a people's identity; and

WHEREAS, Clackamas County affirms that in an era of globalization, history helps us to remember our cultural diversity as well as the experiences and contributions of previous generations, and its understanding develops mutual respect and renewed dialogue; and

WHEREAS, Clackamas County is named for the Clackamas people who lived here, and is also the homeland of the Chinook, Tualatin, Kalapuya, Molalla and other tribes and bands who lived and visited here from time immemorial and who continue to live here; and

WHEREAS, Clackamas County was formed as one of the original four districts of the Oregon Country in 1843; and

WHEREAS, Clackamas County is home to Oregon City, the original and main terminus of the Oregon Trail, the route of the greatest voluntary mass migration, which was platted by Hudson Bay Company's Chief Factor, Dr. John McLoughlin, in 1842; and

WHEREAS, Oregon City is the first American city west of the Rocky Mountains, incorporated in 1844, and was Oregon's territorial and then first state Capital; and

WHEREAS, Clackamas County is home to Willamette Falls on the Willamette River which is the ancestral homeland as well as a key fishing and trading center for the indigenous peoples and tribes who were displaced by government policies; and

WHEREAS, Willamette Falls is the second largest waterfall in America by water volume and it has been used as a hydropower resource, creating opportunities for lumber mills, grain milling, wool fabric production, brick manufacturing, and electricity generation, including the first long-distance transmission of electricity in the United States, and perhaps the world, from Oregon City to Portland; and

WHEREAS, The Willamette Falls Locks was built by the Peoples Transportation Company and opened in 1873, allowing for significant improvement of river transportation in the Willamette Valley for years; and

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WHEREAS, Clackamas County is a proud partner in the Willamette Falls Legacy Project, which will revive a cherished cultural site, create public access to the river, restore habitat for fish, lamprey, and numerous other species, promote tourism and economic development within the City of Oregon City; and

WHEREAS, Clackamas County includes 16 cities and numerous unincorporated communities, each with its own unique history that enriches the cultural diversity of Clackamas County, and

WHEREAS, over 60 local entities and organizations support the work of history and culture such as the Clackamas Historical Society, the Museum of the Oregon Territory, Willamette Falls Heritage Area and Landing Coalition, Clackamas County Tourism and Cultural Affairs, and many others;

NOW THEREFORE, IT IS HEREBY RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS that:

1. The Clackamas County Board of Commissioners does hereby affirm that Clackamas County's rich history and culture are an important component of local, state and national tourism; and
2. Clackamas County will preserve, cultivate, and invest in activities and organizations that support this history, -culture and tourism.

DATED this 1 day of July, 2021.

CLACKAMAS COUNTY BOARD OF COMMISSIONERS

Chair

Recording Secretary