



TOURISM PROMOTION COMMITTEE MINUTES

March 19, 2025 at 12:00 PM

Wilsonville City Hall & <https://us02web.zoom.us/j/81618970997>

CALL TO ORDER – Meeting was called to order at 12:14 PM.

1. Roll Call

PRESENT

Chair Brandon Roben
Sungmin Park
Elaine Owen
Noelle Craddock
Elizabeth Crawford
Jennifer Gage

ABSENT

Jerad Firby

STAFF

Mark Ottenad
Zoe Mombert
Brian Stevenson

GUEST

Caroline Berry, City Council President
Jen Willey, Consultant, JayRay
Bridget Baeth, Consultant, JayRay
Gret Netzer, Consultant, Whereabout Travel
Matthew Landkamer, Consultant, Whereabout Travel

1. **CONSENT AGENDA** – January 29, 2025 Minutes

Jennifer Gage made a motion to approve the January 29, 2025, Minutes. Sungmin Park seconded the motion. Motion passed (6-0).

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen

- Noelle Craddock
- Elizabeth Crawford
- Jennifer Gage

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

2. Marketing Update
 - Jay Ray provided a marketing update and discussed key performance indicators that they are tracking.

TOURISM PROMOTION PROGRAM

3. Tourism Development Strategy
 - Staff provided an overview of City Council and Chamber of Commerce comments about the Tourism Destination Strategy.
 - Discussed what information could be put together for hotels to promote local businesses and tourism.
 - Whereabout answered committee questions and responded to comments.

Jennifer Gage made a motion to recommend that City Council adopt the tourism promotion strategy that has been presented. Elizabeth Crawford seconded the motion. Motion passed (6-0).

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen
- Noelle Craddock
- Elizabeth Crawford
- Jennifer Gage

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

4. Five Year Implementation/ One Year Action Plan as amended
 - Staff provided an updated version of the plan for review, including actions related to the new Tourism Development Strategy.

Sungmin Park made a motion to approve the amended one year, five year plan. Jennifer Gage seconded the motion. Motion passed (6-0).

ALL THOSE IN FAVOR

- Chair Brandon Roben

- Sungmin Park
- Elaine Owen
- Noelle Craddock
- Elizabeth Crawford
- Jennifer Gage

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

5. Responses to Marketing Request for Proposal

- Request for Proposals were posted on February 3 and five applications were received before the March 3 deadline.
- The committee members scored each proposal independently before discussing each proposal.
- The committee directed staff to do reference checks before the interviews.
- Interviews will take place on April 2, 2025.
- The committee requested that staff contact Oregon Mt. Hood Territory/Clackamas County and Westport, WA regarding Fish Marketing.
- The committee requested that staff contact Forest Grove, OR and Gilbert, AZ regarding JayRay.

Jennifer Gage made a motion to interview two companies, Fish and JayRay. Elizabeth Crawford seconded the motion. Motion passed (6-0).

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen
- Noelle Craddock
- Elizabeth Crawford
- Jennifer Gage

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

Jennifer Gage made a motion to direct staff to do a reference check for both finalists to ascertain the scope of work performed, length of contract, overall performance, efficiency with funds and deliverables within the budget. Elaine Owen seconded the motion. Motion passed (6-0).

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen
- Noelle Craddock

- Elizabeth Crawford
- Jennifer Gage

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

CITY UPDATES – Mark Ottenad announced that he will be retiring at the end of May.

COMMITTEE MEMBER UPDATES

- Committee members discussed the desire and opportunity for a future signature event, such as a bakery market.
- Brian Stevenson gave an update on the feasibility study for river access at Boones Ferry Park.
- As a follow-up to committee discussions, staff will add an agenda item to discuss expectations of the committee.

ADJOURN – Chair Roben adjourned the meeting at 3:29 PM

NEXT MEETING

Wednesday, June 4, 2025 at 1:00PM