



TOURISM PROMOTION COMMITTEE MINUTES

September 03, 2025 at 1:00 PM

Wilsonville City Hall & Remote Video Conferencing

(<https://us02web.zoom.us/j/83881200071>)

CALL TO ORDER – The meeting was called to order at 1:01 PM.

1. Roll Call

PRESENT

Chair Brandon Roben
Vice Chair Elisabeth Crawford
Sungmin Park
Noelle Craddock
Jennifer Gage

ABSENT

Elaine Owen
Gus Castaneda

STAFF

Zoe Mombert
Brian Stevenson

GUEST

Caroline Berry, Council Liaison, City Council President
Jen Willey, Consultant, JayRay
Bridget Baeth, Consultant, JayRay
Cara Sjogren, Consultant, JayRay
Kevin O'Malley, CEO, Wilsonville Area Chamber of Commerce
Sylke Neal Finnegan, Vice President of Marketing & Communications, Washington County Visitors Association
Lizzie Keenan, Executive Director, Oregon Mt. Hood Territory
Matthew Landkamer, Consultant, Whereabout Consultants

CONSENT AGENDA

2. June 4, 2025 Minutes

Jennifer Gage made a motion to approve June 4, 2025, minutes. Sungmin Park seconded the motion. Motion passed (5-0-0).

ALL THOSE IN FAVOR

Chair Brandon Roben
Sungmin Park
Elizabeth Crawford
Noelle Craddock
Jennifer Gage

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

COMMITTEE BUSINESS**3. Chair and Vice-Chair Selection**

Jennifer Gage made a motion to appoint Brandon Roben as chair and Elisabeth Crawford as vice-chair of the Tourism Promotion Committee for fiscal year 2025-26. Noelle Craddock seconded the motion. Motion passed (5-0-0).

ALL THOSE IN FAVOR

Chair Brandon Roben
Sungmin Park
Elizabeth Crawford
Noelle Craddock
Jennifer Gage

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

4. Marketing Update

JayRay provided a high-level overview and introduced the new “Invite. Explore. Repeat” stay local campaign. The committee requested it start in April, earlier than the proposed May timeframe.

JayRay introduced the upcoming E-Newsletter that will be distributed monthly beginning in October to 180 subscribers. The committee requested there be a QR code to sign up for the newsletter at the Chamber of Commerce Morning SPARK.

5. Tourism Development Strategy Implementation - Collective Impact Update

As Matthew Landkamer was presenting, the computer unexpectedly shut down. Chair Brandon Roben called for a recess at 2:15pm. The committee reconvened at 2:19pm. Once the technical issues were resolved Matthew Landkamer provided an update on the proposed next steps to advance the Tourism Development strategy.

ADMINISTRATIVE BUSINESS**5. Chamber Morning SPARK**

Kevin O’Malley provided information about the upcoming Morning SPARK that will be happening on Wednesday, September 10, 2025, from 7:45-9:00am in the Wilsonville City Hall Council Chambers. There will be raffle items, networking opportunities, and pastries from Elka Bees Coffee Haus.

6. Tourism Accessibility Training Opportunity

Chair Roben let committee members know that the Tourism Accessibility Training Opportunity is coming to Wilsonville on Friday, October 3. It is a free training provided to anyone in tourism and hospitality type industries.

7. Committee Updates

Oaks Amusement Park will be hosting Oktoberfest on September 19, 20, and 21, 2025.

8. City Update

Brian Stevenson provided an update on a few projects going on around the City of Wilsonville.

- The Parks Maintenance team is currently on the search for a bike repair station to recommend to increase bike amenities for visitors.
- The Arts Culture Heritage Commission will be reviewing the designs of the three Boones Ferry Public Art Project finalists.
- There were two regional soccer tournaments hosted at Boones Ferry Park.
- In 2027, the American Contract Bridge League will be bringing their tournament to the Holiday Inn.
- The Fall Harvest Fest at Stein-Boozier Barn will take place on October 18.
- Staff answered questions regarding the boat launch and ADA river access at Boones Ferry Park.

ADJOURN – The meeting was adjourned at 2:48 PM.

NEXT MEETING

Wednesday, October 8, 2025, 1:00 PM – CANCELED