



## TOURISM PROMOTION COMMITTEE MINUTES

March 04, 2026 at 10:00 AM

Wilsonville City Hall & Remote Video Conferencing  
(<https://us02web.zoom.us/j/88919575413>)

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**CALL TO ORDER** – This meeting was called to order at 10:03 PM.

1. Roll Call

**PRESENT**

Chair Brandon Roben  
Vice Chair Gus Castaneda  
Sungmin Park  
Jennifer Gage  
Elaine Owen  
Justin Timm

**ABSENT**

Noelle Craddock

**STAFF**

Zoe Mombert  
Brian Stevenson

**GUEST**

Caroline Berry, Council Liaison, City Council President  
Sylke Neal-Finnegan, Explore Tualatin Valley  
Bridget Baeth, JayRay Consultant  
Cara Sjogren, JayRay Consultant  
Jen Willey, JayRay Consultant  
Matthew Landkamer, Whereabout Consultant

### CONSENT AGENDA

Introductions – Welcome to new member Justin Timm.

1. December 3, 2025 and January 14, 2026 Minutes – Gus Castaneda made a motion to approve the December 3, 2025 and January 14, 2026 Minutes. Jennifer Gage seconded the motion. Motion passed (6-0-0).

**ALL THOSE IN FAVOR**

Brandon Roben  
Gus Castaneda  
Jennifer Gage  
Sungmin Park  
Justin Timm  
Elaine Owen

**ALL THOSE OPPOSED**

None

**ALL THOSE ABSTAINING**

None

**TOURISM PROMOTION & DESTINATION MARKETING UPDATES****2. Marketing Updates**

- The campaign calendar was shared.
- JayRay provided an overview of the upcoming local campaign with a soft launch in April and a full launch in May.
- Advertising and collateral were discussed with committee members.
- Spring 2026 influencer campaign budget and potential influencers list was presented.
  - Committee members recommended Nate, Logan, and then Noel as their top choices.
- Draft of the 1/5 year plan and potential projects for the implementation and draft budget were presented.
- Committee members discussed a potential passport program that has crossover in the local campaign and offers a variety of fun experiences.
- A restaurant gap analysis would be conducted by Pacific Management Consultant Group from San Diego. This analysis could look into the following different areas:
  - Rating
  - Concept sales and store projects.
  - Focus groups could be used.
  - Health of the restaurant industry
  - How chains vs independent brands perform
  - Interstate 5 traffic visibility
- The project will likely take 90-100 days.
- The current Explore Wilsonville website has 76,000 viewers and 31,000 active users.
- Committee members requested information on an engagement comparison with Travel Oregon.

**TOURISM PROMOTION PROGRAM****3. Implementation Update**

- Information was provided on adding an AI chatbot to the Explore Wilsonville website.
- Costs associated with creating a bike map that would include lodging, attractions and biking opportunities were shared.

- Ideas for Implementation Plan 2.2 include creating a special event that offers pickleball, disc golf, music, automotive, or wine/food. The option to build off existing events and assets in Wilsonville was discussed.
  - Questions about hosting sports and the needs for youth sports infrastructure, including the needed capacity and a sales manager, were discussed. Wilsonville Parks and Recreation department has previously explored and hosted Nike Cup and baseball tournaments in the past.
4. Draft Fiscal Year 2026/27 Five-Year Action Plan and Annual One-Year Implementation Plan was discussed.

**CITY UPDATES**

5. City Updates
- None given.

**COMMITTEE MEMBER UPDATES**

6. Committee Member Updates
- None given.

**NEXT MEETING**

Wednesday, April 1, 2026, 10:00 AM

**ADJOURN** – This meeting was adjourned at 12:36 PM.