



TOURISM PROMOTION COMMITTEE MINUTES

May 06, 2026 at 10:30 AM

Wilsonville City Hall & Remote Video Conferencing

CALL TO ORDER – The meeting was called to order at 10:34 AM.

1. Roll Call

PRESENT

Chair Brandon Roben
Vice Chair Gus Castaneda
Sungmin Park
Noelle Craddock
Justin Timm

ABSENT

Jennifer Gage
Elaine Owen

STAFF

Zoe Mombert
Brian Stevenson

GUEST

City Council President Caroline Berry, Council Liaison

CONSENT AGENDA

2. March 4, 2026 Minutes – Gus Castaneda made a motion to approve the March 4, 2026 minutes. Noelle Craddock seconded the motion. Motion passed (5-0-0).

ALL THOSE IN FAVOR

Brandon Roben
Noelle Craddock
Gus Castaneda
Sungmin Park
Justin Timm

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

3. JayRay Marketing Update

- 500 newsletter subscribers gained
- 700 followers on social media gained
- Early campaign results were shared

4. Stay Local Campaign

- A review of the program and collateral was given.

TOURISM PROMOTION PROGRAM

4. Implementation Plan Update

The implementation plan projects were discussed.

5. Wheel the World Project Update

Staff provided an update on the Wheel the World Project.

7. FY 2026/27 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy

Gus Castaneda made a motion to approve the fiscal year 2026/27 Five-Year Action Plan and Annual One- Year Implementation Plan for the Wilsonville Tourism Development Strategy. Noelle Craddock seconded the motion. Motion passed (5-0-0).

ALL THOSE IN FAVOR

Brandon Roben
Noelle Craddock
Gus Castaneda
Sungmin Park
Justin Timm

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

CITY UPDATES

8. Decal Partnership Project

Committee members requested that staff include “you” in the decal wording and suggested “We Are All Welcome Here”.

COMMITTEE MEMBER UPDATES – None given.

ADJOURN – The meeting was adjourned at 11:46 AM.

NEXT MEETING

June 24, 2026 at 10:00 am