



# TOURISM PROMOTION COMMITTEE MINUTES

January 14, 2026 at 10:00 AM

Wilsonville City Hall & Remote via Zoom (<https://us02web.zoom.us/j/87661813091>)

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**CALL TO ORDER** – The meeting was called to order at 10:33

1. Roll Call

**PRESENT**

Chair Brandon Roben  
Vice Chair Gus Castaneda  
Sungmin Park (10:36 AM)  
Noelle Craddock  
Jennifer Gage

**ABSENT**

Elaine Owen

**STAFF**

Zoe Mombert  
Brian Stevenson

**GUEST**

Caroline Berry, Council Liaison, City Council President (10:28 AM)  
Tori Middlestadt, Willamette Valley Visitor Association  
Bridget Baeth, JayRay Marketing Consultant  
Cara Sjogren, JayRay Marketing Consultant  
Matthew Landkamer, Whereabouts Marketing Consultant

**CALL TO ORDER**

2. December 3, 2025 Minutes - Brandon Roben made a motion to table the December 3, 2025 Minutes until the next committee meeting. Gus Castaneda seconded the motion. Motion passed (4-0-0).

**ALL THOSE IN FAVOR**

Brandon Roben  
Gus Castaneda  
Jennifer Gage  
Noelle Craddock

**ALL THOSE OPPOSED**

None

**ALL THOSE ABSTAINING**

None

## COMMITTEE BUSINESS

### 3. Wheel the World Location Discussion

- Committee members reviewed a list prepared by staff of businesses that the committee would like to ask to participate in the Wheel the World assessment.
- Staff asked the committee to prioritize hotels.
- Committee members added wineries, Sante Fe Restaurant, and Parkway Grille.

Gus Castaneda made a motion to invite the highlighted list to participate in the Wheel the World assessment. Noelle Craddock seconded the motion. Motion passed (5-0-0).

#### ALL THOSE IN FAVOR

Brandon Roben  
Gus Castaneda  
Jennifer Gage  
Noelle Craddock  
Sungmin Park

#### ALL THOSE OPPOSED

None

#### ALL THOSE ABSTAINING

None

### 4. FIFA World Cup Geolocation Discussion

- JayRay recommended the committee to pass on the buy in for the FIFA geolocation ads, but would like to look into partnerships with nearby events with smaller buy ins.

### 5. Strategy Priorities for Fiscal Year 2026-27

- Whereabout gave committee members 4-5 ideas to consider as they discuss the prioritization of strategies for the next fiscal year.

## TOURISM PROMOTION & DESTINATION MARKETING UPDATES

### 6. Marketing Update

- JayRay gave an update on the 'Ber campaign. The campaign was successful in growing subscribership.
- Window clings, postcards, etc will be coming in April 2026 as a part of the stay local campaign.

## TOURISM PROMOTION PROGRAM

### 7. Implementation Progress Update

- Whereabouts gave an update on the current implementation of strategies 1.2 and 2.2. There is progress being made.

**CITY UPDATES** – None given.

**COMMITTEE MEMBER UPDATES** – None given.

**ADJOURN** – The meeting was adjourned at 11:14 AM.

**NEXT MEETING**

Wednesday, February 4, 2026 10:00 AM