



TOURISM PROMOTION COMMITTEE MINUTES

December 03, 2025 at 10:00 AM

Remote Only via Zoom

CALL TO ORDER – The meeting was called to order at 10:15am.

1. Roll Call

PRESENT

Chair Brandon Roben
Vice Chair Gus Castaneda
Sungmin Park
Noelle Craddock
Jennifer Gage
Elaine Owen

ABSENT

STAFF

Zoe Mombert
Brian Stevenson

GUEST

Caroline Berry, Council Liaison, City Council President

CONSENT AGENDA

2. November 5, 2025 Minutes – Jennifer Gage made a motion to approve the November 5, 2025 minutes. Gus Castaneda seconded the motion. Motion passed (6-0-0).

ALL THOSE IN FAVOR

Brandon Roben
Gus Castaneda
Sungmin Park
Elaine Owen
Jennifer Gage
Noelle Craddock

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

TOURISM PROMOTION PROGRAM

3. Willamette Valley Visitor's Association Strategic Investment Fund Grant Update

Staff updated the Tourism Promotion Committee that they were awarded the Willamette Valley Visitor's Association Strategic Investment Fund Grant.

4. Review Application for Community Enhancement Grant

Gus Castaneda made a motion to submit an application for the Community Enhancement Grant. Jennifer Gage seconded the motion. Motion passed (6-0-0).

ALL THOSE IN FAVOR

Brandon Roben

Gus Castaneda

Sungmin Park

Elaine Owen

Jennifer Gage

Noelle Craddock

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

5. Tourism Development Strategy Implementation Update

A marketing update was provided along with an update on the Town Center Plan.

6. Discussion of Priorities for Fiscal Year 2026/27

There was an update given for implementation 1.15, 1.16, 1.13, 2.12. Staff and committee members discussed the prioritization of implementation plan 2.2.

7. City and Committee Updates

No updates were given.

ADJOURN – The meeting was adjourned at 10:52am

NEXT MEETING

Wednesday, January 14, 2026 10:00 AM