



TOURISM PROMOTION COMMITTEE MINUTES

January 29, 2025 at 10:00 AM

CALL TO ORDER – Meeting was called to order at 10:04 a.m.

PRESENT

Chair Brandon Roben
Sungmin Park (10:09 a.m.)
Elaine Owen
Noelle Craddock
Elizabeth Crawford

ABSENT

Jerad Firby
Jennifer Gage

STAFF

Mark Ottenad
Zoe Mombert
Brian Stevenson

GUEST

Gret Netzer, Consultant, Whereabout Travel
Matthew Landkamer, Consultant, Whereabout Travel
Cara Sjogren, Consultant, JayRay
Jen Willey, Consultant, JayRay
Bridget Baeth, Consultant, JayRay
Kevin O’Malley, Wilsonville Area Chamber of Commerce, Exec. Director
Caroline Berry, City Council President

CONSENT AGENDA

Tourism 10/11/2025 Minutes - Vice-Chair Sungmin Park made a motion to approve the October 11, 2024 Minutes. Elaine Owen seconded the motion. Motion carried, minutes are approved.

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen
- Noelle Craddock
- Elizabeth Crawford

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

COMMITTEE BUSINESS

JayRay Annual Report and Marketing Update

JayRay provided a marketing update via Zoom

- Annual report and summary
- Growth of website and social media
- Noted the months when campaigns are running traffic is higher

Tourism Development Strategy

Matthew Landkamer and Greg Netzer shared a draft of the Tourism Development Strategy and sought committee input. The committee will review and make recommendation to City Council in March.

Tourism Promotion Program 1 Year Implementation Plan/ 5 Year Action Plan Review

Staff provided an overview of the 5-year implementation plan and 1 year action plan for committee discussion. The committee will make recommendation to council in March.

Tourism Marketing and Promotion Request for Proposals (RFP)

Staff provided the RFP for marketing services for our review and approval.

Elizabeth Crawford made a motion to approve the RFP for the tourism, marketing, and promotion services consultant. Sungmin Park seconded the motion. Motion passed unanimously 6-0.

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen
- Noelle Craddock
- Elizabeth Crawford

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

Travel Oregon Grant Request - Wheel the World Assessment

Staff provided an overview of the Travel Oregon Grant Request.

Sungmin Park made a motion to approve staff applying for this Travel Oregon grant to fund a Wheel the World assessment. Noelle Craddock seconded the motion. Motion passed unanimously 6-0.

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Jennifer Gage

- Elaine Owen
- Noelle Craddock
- Elizabeth Crawford

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

COMMITTEE MEMBER UPDATES

Committee Members, Partner Agency and City Updates

- Elaine Owen shared an update on having a 3-day dog trial at the winery. Over 1000 tickets will be sold. The event will take place June 13,14,15.
- Non-motorized river access feasibility at Boones Ferry Park is underway.
- Lighting update at Memorial Park to reach tournament standard was completed.
- Diversity, Equity and Inclusion Committee received a grant for MobiMats to increase accessibility for events that take place in Wilsonville.
- Many Hearts, One Culture will be installed at Boones Ferry Park this spring.

TOURISM PROMOTION PROGRAM

Staff provided an update on public meeting law and training and requested committee members attend the training.

Before the meeting concluded, Rohit Sharma's service to this committee and the community were recognized. Rohit passed away on Jan. 7 and our sincere condolences go out to his family.

ADJOURN – Meeting adjourned at 12:33 P.M.

NEXT MEETING - March 19, 2025 at 1:00pm