



TOURISM PROMOTION COMMITTEE MINUTES

November 05, 2025 at 12:30 PM

Wilsonville City Hall & Remote Video Conferencing
(<https://us02web.zoom.us/j/89193851184>)

CALL TO ORDER – The meeting was called to order at 12:30 PM.

1. Roll Call

PRESENT

Vice Chair Gus Castaneda
Sungmin Park
Noelle Craddock
Jennifer Gage

ABSENT

Chair Brandon Roben
Elaine Owen

STAFF

Zoe Mombert
Brian Stevenson

GUEST

Caroline Berry, Council Liaison, City Council President
Jen Willey, Consultant, JayRay
Bridget Baeth, Consultant, JayRay
Cara Sjogren, Consultant, JayRay

2. Select Committee Vice Chair

Sungmin Park made a motion to appoint Gus Castaneda as Vice Chair. Noelle Craddock seconded the motion. Motion passed (4-0-0).

ALL THOSE IN FAVOR

Vice Chair Gus Castaneda
Sungmin Park
Jennifer Gage
Noelle Craddock

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

CONSENT AGENDA

3. September 3, 2025 Minutes

Noelle Craddock made a motion to approve June 4, 2025, minutes. Sungmin Park seconded the motion. Motion passed (4-0-0).

ALL THOSE IN FAVOR

Vice Chair Gus Castaneda
Sungmin Park
Jennifer Gage
Noelle Craddock

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

COMMITTEE BUSINESS

4. Marketing Updates

- Short-term rentals have been added to the website.
- An update on the current campaign schedule, 'Ber Bucket List, was provided.

5. Programming Updates

- FIFA World Cup will be held on the West Coast in 2026. The committee would like more information on the demographics of attendees and if they are car or plane travelers.
- A plug-in is being added to the website so that the individual can select with options they need in order to view the website.
- Explore Wilsonville is planning to provide coasters, window clings, and postcards for the social media campaign. Staff will also get pricing for the Wilsonville Spokesman for advertising.

COMMITTEE BUSINESS

6. Travel Ability Conference Staff Report

- Staff provided an update on the recently attended Travel Ability Conference.

7. City and Committee Updates

- Staff provided an update on the Parks and Recreation Director job opening.
- The HeARTs art auction will be coming up after the new year.

ADJOURN – The meeting was adjourned at 1:21 PM.

NEXT MEETING

Wednesday, December 3, 2025 10:00 AM