



## TOURISM PROMOTION COMMITTEE MINUTES

November 05, 2025 at 12:30 PM

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

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**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