



TOURISM PROMOTION COMMITTEE MINUTES

June 04, 2025 at 10:00 AM

Wilsonville City Hall & Remote (<https://us02web.zoom.us/j/89389389407>)

CALL TO ORDER – The meeting was called to order at 10:01 AM.

1. Roll Call

PRESENT

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

ABSENT

Elizabeth Crawford

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
Kevin O'Malley, CEO, Wilsonville Area Chamber of Commerce
Jim Austin, Development & Community Relations Lead, Oregon's Mt. Hood Territory
Sylke Neal Finnegan, Vice President of Marketing & Communications, Washington County Visitors Association
Lizzie Keenan, Executive Director, Oregon Mt. Hood Territory
Greg Netzer, Consultant, Whereabout

CONSENT AGENDA

2. April 2, 2025 Minutes

Jennifer Gage made a motion to approve March 19, 2025 minutes. Sungmin Park seconded the motion. Motion passed (6-0-0).

ALL THOSE IN FAVOR

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

ALL THOSE OPPOSED**ALL THOSE ABSTAINING****COMMITTEE BUSINESS****3. Tourism Promotion Marketing**

- JayRay discussed the winter campaign and data results from an ad buy during the 30-day campaign.
- There was a question asked about if there are 15-second ads, or only 30-second ads. JayRay noted that they only do 30-second ad-buys but do 15-second reels on social media.
- It was noted that Explore Wilsonville is not a booking site. It is intended for people to get more information on the destination.
- The use of artificial intelligence, including artificial intelligence chat bots, on the website was discussed.
- There was discussion about adding short term rental direct links on the Explore Wilsonville website. Staff will look into more information about short-term rental advertising and direct marketing.
- JayRay will bring quotes to the next committee meeting for heat mapping or another product with mobile tracking for targeted advertising.

4. Tourism Development Strategy Next Steps

A few different tourism development strategies were discussed. A core team will be established, in order to increase connections with partner destination marketing organizations at the regional and state level. Whereabout worked with staff to recommend the creation of three subcommittees to address the use of additional funds in the budget. The subcommittees would focus on the following strategies:

- Strategy 1.2 Evaluate needs and fund bicycle amenities.
- Strategy 1.8 Develop destination ambassadorship toolkit for tourism-oriented businesses.
- Strategy 2.2 Develop partnerships to create a Wilsonville-specific event.

Jennifer Gage made a motion to establish subcommittees for strategies 1.2, 1.8, and 2.2 to advance the Tourism Development Strategy with the support of the Whereabout Consultant team. Sungmin Park seconded the motion. Motion passed (6-0-0).

ALL THOSE IN FAVOR

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

ALL THOSE ABSTAINING

ALL THOSE OPPOSED

ADJOURN – The meeting was adjourned at 12:01 PM.

NEXT MEETING

Wednesday, August 6, 2025 (Canceled)