



TOURISM PROMOTION COMMITTEE MINUTES

April 02, 2025 at 1:00 PM

Wilsonville City Hall & <https://us02web.zoom.us/j/81618970997>

CALL TO ORDER - Meeting was called to order at 1:01 PM.

1. Roll Call

PRESENT

Chair Brandon Roben
Sungmin Park
Elaine Owen
Noelle Craddock
Elizabeth Crawford
Jennifer Gage

ABSENT

Jerad Firby

STAFF

Mark Ottenad
Zoe Mombert
Brian Stevenson

GUEST

Caroline Berry, City Council President
Jen Willey, Consultant, JayRay
Bridget Baeth, Consultant, JayRay
Greg Netzer, Consultant, Whereabout
Matthew Landkamer, Consultant, Whereabout

CONSENT AGENDA

2. March 19, 2025 Minutes

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

ALL THOSE IN FAVOR

- Chair Brandon Roben
- Sungmin Park
- Elaine Owen

- Noelle Craddock
- Elizabeth Crawford
- Jennifer Gage

ALL THOSE OPPOSED

ALL THOSE ABSTAINING

COMMITTEE BUSINESS

3. Interview questions and references were reviewed.
4. Marketing Consultant Interviews
 - JayRay and Fish Marketing were interviewed.
5. Marketing Consultant Selection
 - JayRay and Fish Marketing both had great references and good stewardship of resources.

Jennifer Gage made a motion to recommend approval of a contract with JayRay for the Tourism Promotion and Marketing services from fiscal year 2025/26 to 2027/28 for \$200,000 per year with option of two one-year extensions for fiscal year 2028/29 and 2029/30 for \$200,000 per year. Not to exceed \$1,000,000 from fiscal year 2025/26 to 2029/30.

TOURISM PROMOTION PROGRAM

6. Committee Expectations
 - The committee discussed their specific expectations for the marketing team that is selected. The committee informed staff they want output from monthly check-ins at quarterly meetings.
 - The committee directed staff to post JayRay Monthly Reports to the city website.

ADJOURN – The meeting was adjourned at 4:19 PM.

NEXT MEETING

Wednesday, June 4, 2025 at 10:00AM