



TOURISM PROMOTION COMMITTEE MINUTES

January 14, 2026 at 10:00 AM

Wilsonville City Hall & Remote via Zoom (<https://us02web.zoom.us/j/87661813091>)

CALL TO ORDER – The meeting was called to order at 10:33

1. Roll Call

PRESENT

Chair Brandon Roben
Vice Chair Gus Castaneda
Sungmin Park (10:36 AM)
Noelle Craddock
Jennifer Gage

ABSENT

Elaine Owen

STAFF

Zoe Mombert
Brian Stevenson

GUEST

Caroline Berry, Council Liaison, City Council President (10:28 AM)
Tori Middlestadt, Willamette Valley Visitor Association
Bridget Baeth, JayRay Marketing Consultant
Cara Sjogren, JayRay Marketing Consultant
Matthew Landkamer, Whereabouts Marketing Consultant

CALL TO ORDER

2. December 3, 2025 Minutes - Brandon Roben made a motion to table the December 3, 2025 Minutes until the next committee meeting. Gus Castaneda seconded the motion. Motion passed (4-0-0).

ALL THOSE IN FAVOR

Brandon Roben
Gus Castaneda
Jennifer Gage
Noelle Craddock

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

COMMITTEE BUSINESS

3. Wheel the World Location Discussion

- Committee members reviewed a list prepared by staff of businesses that the committee would like to ask to participate in the Wheel the World assessment.
- Staff asked the committee to prioritize hotels.
- Committee members added wineries, Sante Fe Restaurant, and Parkway Grille.

Gus Castaneda made a motion to invite the highlighted list to participate in the Wheel the World assessment. Noelle Craddock seconded the motion. Motion passed (5-0-0).

ALL THOSE IN FAVOR

Brandon Roben

Gus Castaneda

Jennifer Gage

Noelle Craddock

Sungmin Park

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

4. FIFA World Cup Geolocation Discussion

- JayRay recommended the committee to pass on the buy in for the FIFA geolocation ads, but would like to look into partnerships with nearby events with smaller buy ins.

5. Strategy Priorities for Fiscal Year 2026-27

- Whereabout gave committee members 4-5 ideas to consider as they discuss the prioritization of strategies for the next fiscal year.

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

6. Marketing Update

- JayRay gave an update on the 'Ber campaign. The campaign was successful in growing subscribership.
- Window clings, postcards, etc will be coming in April 2026 as a part of the stay local campaign.

TOURISM PROMOTION PROGRAM

7. Implementation Progress Update

- Whereabouts gave an update on the current implementation of strategies 1.2 and 2.2. There is progress being made.

CITY UPDATES – None given.

COMMITTEE MEMBER UPDATES – None given.

ADJOURN – The meeting was adjourned at 11:14 AM.

NEXT MEETING

Wednesday, February 4, 2026 10:00 AM