



TOURISM PROMOTION COMMITTEE AGENDA

September 02, 2026 at 10:30 AM

Wilsonville City Hall & Remote Video Conferencing

PARTICIPANTS MAY ATTEND THE MEETING AT:

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

Zoom: <https://us02web.zoom.us/j/87893433230>

TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Administration:

Individuals may submit comments by 12:00 PM on the day before the meeting date via email to the address above, or may mail written comments to:

Administration – Wilsonville City Hall

29799 SW Town Center Loop East, Wilsonville, OR 97070

CALL TO ORDER

1. Roll Call

CONSENT AGENDA

2. [May 6 and June 24, 2026 Minutes](#)

TOURISM PROMOTION PROGRAM

3. Implementation Plan Dashboard
4. Ambassador Tool Kit Implementation Update & Branding
5. Implementation Plan Updates Gap Analysis

COMMITTEE BUSINESS

6. Wheel the World Project Update

CITY UPDATES

COMMITTEE MEMBER UPDATES

ADJOURN

NEXT MEETING

Tuesday, October 7, 2026 10:30 AM

Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting Zoe Mombert, Assistant to the City Manager at 503-570-1503 or TPC@wilsonvilleoregon.gov: assistive listening devices (ALD), sign language interpreter, and/or bilingual interpreter. Those who need accessibility assistance can contact the City by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.

Habr   int  rpretes disponibles para aqu  llas personas que no hablan Ingl  s, previo acuerdo.

Com  niquese al 503-570-1503.



TOURISM PROMOTION COMMITTEE MINUTES

May 06, 2026 at 10:30 AM

Wilsonville City Hall & Remote Video Conferencing

CALL TO ORDER – The meeting was called to order at 10:34 AM.

1. Roll Call

PRESENT

Chair Brandon Roben
Vice Chair Gus Castaneda
Sungmin Park
Noelle Craddock
Justin Timm

ABSENT

Jennifer Gage
Elaine Owen

STAFF

Zoe Mombert
Brian Stevenson

GUEST

City Council President Caroline Berry, Council Liaison

CONSENT AGENDA

2. March 4, 2026 Minutes – Gus Castaneda made a motion to approve the March 4, 2026 minutes. Noelle Craddock seconded the motion. Motion passed (5-0-0).

ALL THOSE IN FAVOR

Brandon Roben
Noelle Craddock
Gus Castaneda
Sungmin Park
Justin Timm

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

3. JayRay Marketing Update

- 500 newsletter subscribers gained
- 700 followers on social media gained
- Early campaign results were shared

4. Stay Local Campaign

- A review of the program and collateral was given.

TOURISM PROMOTION PROGRAM

4. Implementation Plan Update

The implementation plan projects were discussed.

5. Wheel the World Project Update

Staff provided an update on the Wheel the World Project.

7. FY 2026/27 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy

Gus Castaneda made a motion to approve the fiscal year 2026/27 Five-Year Action Plan and Annual One- Year Implementation Plan for the Wilsonville Tourism Development Strategy. Noelle Craddock seconded the motion. Motion passed (5-0-0).

ALL THOSE IN FAVOR

Brandon Roben
Noelle Craddock
Gus Castaneda
Sungmin Park
Justin Timm

ALL THOSE OPPOSED

None

ALL THOSE ABSTAINING

None

CITY UPDATES

8. Decal Partnership Project

Committee members requested that staff include “you” in the decal wording and suggested “We Are All Welcome Here”.

COMMITTEE MEMBER UPDATES – None given.

ADJOURN – The meeting was adjourned at 11:46 AM.

NEXT MEETING

June 24, 2026 at 10:00 am



TOURISM PROMOTION COMMITTEE MINUTES

June 24, 2026 at 10:00 AM

Wilsonville City Hall & Remote Video Conferencing

CALL TO ORDER – The meeting was called to order at 10:03 AM.

1. Roll Call

PRESENT

Chair Brandon Roben
 Vice Chair Gus Castaneda
 Jennifer Gage
 Noelle Craddock
 Justin Timm

ABSENT

Sungmin Park
 Elaine Owen

STAFF

Zoe Mombert
 Brian Stevenson

GUEST

Caroline Berry, Council Liaison, City Council President
 Sylke Neal-Finnegan, Explore Tualatin Valley

COMMITTEE BUSINESS

2. Tourism Development Implementation

- Staff gave an update on local tourism efforts to the Kitakata Sister City Advisory Board.
- The Korean War Memorial ceremony will take place on Saturday, June 27, 2026.
- Many Cultures, One Community: A Celebration of Eastern Arts will be held in Wilsonville on July 9, 2026.
- The Wilsonville Farmers market will run for 6 weeks this summer at Town Center Park.

CITY UPDATES – No updates were given.

COMMITTEE MEMBER UPDATES – No updates were given.

ADMINISTRATIVE BUSINESS – No updates were given.

ADJOURN – The meeting was adjourned at 10:31 AM.

NEXT MEETING

To Be Determined.