

**CITY of CASCADE LOCKS — Tourism Committee Meeting Agenda**  
**TOURISM COMMITTEE MEETING, September 9, 2024 at 6pm in Old Library Room**

1. Call Meeting to Order & Roll Call
2. Amendments to the Agenda
3. Public Comment
4. Discussion/Declaration of Potential Conflicts of Interest
5. Approval of Minutes Presented
6. Approval of Financials
7. Approval of Bills
8. Old Business
  - a. EnChroma Color Accessibility Program, Kent Streeb
  - b. RCTP Wine Country License Plate Grant
  - c. PCT Days follow-up (reordering T-shirts)
  - d. Columbia Cross Channel Swim
9. New Business
  - a. Travel OR Tourism Learning Lab (October 3-4, 2024)
  - b. Outdoor Recreation Summit (December 5-7, 2024)
10. Upcoming events
11. FCLHM Contract Report
  - a. Multnomah Falls Kiosk Readability Review
  - b. Quarterly Report to City Council - 9/23/2024
12. Tourism Committee Member Reports
  - a. Emily Seely (Chair)
  - b. Nathan Jones
  - c. Sophie Harbaugh
  - d. Sara Patrick
  - e. Heather Weaver
13. Next Meeting Date & Time: October 7, 2024
14. Adjournment

Public access to the meeting is available via Zoom. Meeting ID: 822 6396 9936, Password: citymeet Phone:1-253-215-8782,  
meeting # is 822 6396 9936, passcode 52491982

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for person with disabilities, should be made at least 48 hours in advance of the meeting by contacting the City of Cascade Locks office at 541-374-8484.

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes  
TOURISM COMMITTEE MEETING, Jul 1, 2024 , 6pm, City Council Chambers

1. Call Meeting to Order & Roll Call (Sarah Patrick entered via zoom @ 6:06)
  - a. Welcome new committee member, Miranda Audtrisch
2. Amendments to the Agenda
  - a. Adding a discussion about enchroma colorblindness glasses
  - b. Electing a chair for the committee, since former left
3. Public Comment (6:03)
4. Discussion/Declaration of Potential Conflicts of Interest (6:03)
5. Approval of Minutes Presented (Committee Member Heather Weaver votes to approve, Committee Member Sara Patrick seconds, motion to approve pass 6:07)
6. Approval of Financials
  - a. No updates from attorney about City Councils approval of using TLT funds (6:07)
7. Approval of Bills
8. Old Business
9. New Business
  - a. [Transitional Marketing Plan Check-in](#)
  - b. July check in: we are looking forward to assigning committee members to projects specific to advancing tourism.
    - i. Requesting bids for website redesign, grant write
    - ii. Create purchasing plan to license content from local creators (6:12)
  - c. Heather is self voting, seconded by Sara Patrick, approved (6:15)

(6:14 Miranda A has a fire call and exits the meeting)

10. Upcoming events
  - a. PCT Days, August 16-17, 2024
    - i. Swag and giveaway purchasing
      1. 2023 budget- \$2100 merchandise; \$130 stickers; \$102.36 postcards)
        - a. The images we used last year were from Harry?, Committee Member Sophie Harbaugh inquires if we should reach out to Harry to see if we can reuse these images.
        - b. Committee Chair Emily Seely, feels the shirts we used last year were big hits and we should reuse, Committee Member Sophie Harbaugh mentions that changing the image per year adds an element to people that are coming to the event for more than one year. Committee Chair Emily Seely discusses which sticker we should use, and that we should choose one that is more unique to CL as last years was fairly similar to the walking man logo.

- c. ED Crane discusses what materials we have in the tourism closet that we could use for the spinner. We have Visit CL hats, trucker/beanie, and we can put our logo on the materials used.
      - d. A discussion of colors is brought up, Committee Member Sophie Harbaugh says we should be more thoughtful about choosing colors. ED Crane suggests we decide the amount of money we want to spend, and then color. Committee Member Heather Weaver brings up that prices could be more expensive, and that we make sure we have enough merchandise for different sizes of shirts (using the total of \$2100 on shirts).
      - e. Committee Member Sophie Harbaugh suggests that we spend the same budget for PCT merchandise and giveaways as we did in 2023. Committee Member Sophie Harbaugh motions, seconded by Heather Weaver, approved (6:27).
    - ii. Booth volunteer schedule
      - 1. Committee Chair Heather Weaver / Committee Member Sara Patrick, would like to keep in mind that Friday is their only day... and Committee Member Sophie Harbaugh works for TIB and will only be able to do short shifts. (6:30)
  - b. Gorge Days - July 13-14, 2024
  - c. N'chi Wanapum Canoe Journey - July 18, 2024
    - i. Committee Member Sara Patrick says the days are maybe not set, as there are weather dependencies that could make their journey longer.
    - ii. Executive Director Crane discusses what level of involvement is appropriate for the committee, Sara Patrick suggests a gift from the committee would be a good choice. Sara suggests that up to \$200 for our welcome gift for the canoe welcoming, seconded Sophie Harbaugh, approved 6:35.
  - d. Hood River County Fair -July 24-27, 2024
  - e. Skamania County Fair - August 14-17, 2024
11. FCLHM Contract Report
- a. Pony Party/Membership Drive
    - i. 7/6/24, free for locals, selling hot dogs and snow cones, coincides with membership drive as a way to get sternwheeler tickets.
    - ii. Thank you to Jettylight and their continued support of this event.
  - b. Visitor Center remodel update
  - c. Looking into a RCTP wine country license plate grant that can be used for food tourism, the native fish/fruit market under the bridge would possibly qualify. There was a previous discussion about building a permanent structure that could extend the life and times of year that sellers could be there. Committee Member Sophie Harbaugh asks about Gorge Grown and if they would be in there.

- i. We would need to talk to a few partners (Bridgeside especially)
- ii. Discussion around centering around native fishing specifically and less on other farmer's market offerings.
- iii. Building would be more like a shed roof with open air market, allows room for artistic opportunities.
- iv. Committee Member Sara Patrick brings up who would be reaching out to see who would be the sellers at the market, Executive Director Crane mentions that CRITFC might be good to partner/match as they have the authority to regulate. Conversations continues about Sara Patrick reaching out to some of the families and gathering some of the questions they may have. (6:52)

## 12. Tourism Committee Member Reports

- a. Emily Seely (Chair)
- b. Sophie Harbaugh
- c. Sara Patrick
  - i. Festival of Nations was a great event, feedback was more food, and it will be happening again in 2025.
- d. Heather Weaver
  - i. STR Fee Recommendations
    - 1. Looking at a comparison of other communities, (CL doesn't require any VR inspections, fees, or any licensing fees)
    - 2. Most of these examples use the fees as a way to pay administrative costs associated with managing the program. If we were to suggest this to council, the fees would be a way to offset the cost of the taking on new SRT processes.
    - 3. Emphasis is placed on the safety of the people that stay in our community to make sure that the homes they stay are being checked by a licensed home inspector.
    - 4. We should recommend that ordinance 448 that says fire detectors, carbon monoxide, and fire extinguishers to have new language to MUST be included in the ordinance.
    - 5. ED Crane asks if we have reached out to Fire Chief John Logan, as a way to promote this transition.
    - 6. Discussion about requesting a spot at the City Council meeting, if SW should be the presenter, and if we should invite ourselves a backup. We will follow up with the date via email.
  - ii. Enchroma Color blind glasses that are offered for 50% off or buy 2 get 2, or an outdoor kit 6 for 3 (\$650). The museum could be a great place to hold the contract?
    - 1. Are outdoors shaded or is there something different to make the outdoors different.
    - 2. They could do a presentation, probably via zoom, that would give us more information. Can we do a mix of indoor and outdoor, and if we can upgrade if we have more demand?

3. Making sure that there is a deposit system to allow this to be a free service that allows people to come in and check them out without having them be not given back.
  4. Lincoln city uses this program and they have a system that could be copied.
    - a. November 13-15 conference in San Francisco for accessibility in tourism. (7:15)
    - b. Committee Member Sophie Harbaugh asks if we have accessibility link on our website? We should add this as an action item as we redo the website.
    - c.
    - e. Miranda Audtrisch
13. Next Meeting Date & Time: August 9th, 2025
- a. We will not be able to make 8/5/24
  - b. 8/9/24 during the day is discusses as working for everyone, and maintaining before PCT days. 1pm
14. Adjournment
- a. Committee Member Heather Weaver motions to adjourn, Sophie Harbaugh seconds, adjourned 7:22



# 2024 Tourism Learning Lab: Introduction to Destination Stewardship & Development

October 3, 2024 – October 4, 2024

Gorges Beer Co.  
390 Wa Na Pa St  
Cascade Locks, OR 97014

This 'Introduction to Destination Stewardship & Development' Learning Lab will be held in person from October 3-4, 2024 at Gorges Beer Co. event venue located along the main street of Cascade Locks. The audience for this event is new tourism industry members who have been leading and coordinating tourism development, management, and stewardship projects for **three years and under**.

The event begins at 12:00 PM on Thursday, October 3, and goes through 1:00 PM on Friday, October 4. Workshop content includes interactive sessions, large & table discussions, presentations, and learning tour activities. All content will be offered in person rather than in a hybrid or recorded format. The curriculum details are on the [Agenda & Room Block](#) page. While there will be some overlapping content from last year's program, there will also be new details about stewardship programming and initiatives around the evolving [10 Year Strategic Vision](#).

There is **no cost** to register – but space is highly limited. Registration is required. Participants are responsible for their own transportation to Cascade Locks and lodging for Thursday night. The Best Western Columbia River Inn is a recommended lodging option close by - please see the [Agenda & Room Block](#) page for several available options. Event participation includes costs of trainings, meals, materials, and group experiences.

[Register Now](#)

[Already registered?](#)

# Multnomah Falls Kiosk



Google

Google Maps image- Kiosk as seen from I-84



Current poster as viewed when exiting Multnomah Falls pedestrian tunnel

# Redesigning for readability and improved impact

- Sensory overload: the MF parking lot is surrounded by real life scenic beauty, loud traffic noises, other people, safety concerns, and bright sunlight.
- These comps are quick mock-ups to demonstrate these principles as options, not voting on a final design





Consider eliminating the complex business ads and just include logos. Less is more, get the basic information to them instantly.



High contrast (dark text on light background is easiest to read), sans serif typography for headlines

A 48" poster is not big enough to attract attention using a photograph as the primary interest. Strongly recommend text, and consider a drawing instead of a photo. (Please hire a real illustrator, AI is not there.)





## Quarterly Tourism Contract Report

To be presented September 23, 2024 by Janice Crane, Executive Director

Thank you for your continued collaboration with the Friends of the Cascade Locks Historical Museum. Please find the summary of activities completed by museum staff to serve the tourism committee's administrative and strategic needs between June 3 and September 9, 2024.

Quarterly activities:

- Began implementation of committee strategic marketing plan
- Worked with regional and statewide tourism network
  - Collaborated with RDMO and Travel Oregon to develop regional crisis communications plan
  - Completed biweekly check-ins with regional DMOs
- Events
  - Committee-sponsored events
    - Festival of Nations
    - Pacific Crest Trail Days
      - Designed and ordered swag, volunteer recruitment and scheduling, worked the booth
    - Taste of the Gorge
      - Farm-to-table events at Gorges Beer Co. and Sternwheeler
  - Museum community events
    - Pony Party
    - Community Picnic
    - Bridge of the Gods Centennial
  - Supported additional community events
    - Oregon City/County Management Association Conference
    - Oregon Mayors Association Conference
    - Comedy night aboard the sternwheeler
    - Oregon Museums Association Conference
      - Panel about museums and tourism
- Coordinated committee communications

- Provided documents to committee for meetings
- Invited committee members to networking and development opportunities.
- Administered and maintained current obligations
  - Readability education for cooperative ads
  - Organizing, printing, and distributing Flash Reports
  - Chamber of Commerce engagement
  - Social media content creation and sharing
  - Brochure delivery to non-network distribution sites
  - Public communications and inquiry response
- Identified new opportunities to support local businesses
  - Welcomed new businesses and provided regional marketing resources
  - Updated local business email list and contact preferences
  - Implemented and shared free efficiency opportunities
- Additional projects that overlap between tourism and museum capacities
  - Completed grant projects from Visit Hood River and CL Tourism Committee to renovate front office
  - Multnomah Falls parking permits admin
    - Approximately 1,000 people came to Cascade Locks to get Multnomah Falls permits this summer

Planned fourth quarter activities:

- Implement marketing plan
  - Off-season industry listening sessions
  - Website improvements
  - Winter events and ads
- Support seasonal events (get your Taste of the Gorge passports!)
- Maintain current supports