

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Thursday, January 13, 2022, 6:00 PM, Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chair Matt Kelly at 6:02 PM. Attending: TM Val Stepanchuk, TM Harry Troeger and TM Norm Bourque. Also present, CA Gordon Zimmerman, Tourism Support Staff, Annie Van Domelen; plus Brian Kelty from Gorges Beer Co. and Cindilee Baseman.

2. Amendments to the Agenda

TM Bourque would like to discuss sub-committees. Staff suggests that can be discussed with 11C. TM Bourque agrees.

3. Comments from General Public

Brian Kelty shares news regarding events, and the property above Gorges Beer that will be available for rent, with an intended opening on Memorial Day. The area will include a tent, small stage for wedding venues or a band, bathrooms, a small bar and catering menu. TM Bourque brings up winter events and how that would be a good focus for the Tourism Committee since tourism is quiet during winter season. He also encourages Brian to let us know when they're sponsoring special events. TM Bourque discusses how popular events have been in the past at the Pavillion in Marine Park during fall and winter. Chair Kelly asks Brian how the Polar Plunge event went. Brian shares there was a small parade going down to the water, 30-40 people jumped in, then they headed back to Gorges Beer where five new beers were released and brunch was included. The Canoe Club was discussed briefly, how they had a fundraiser at Thunder Island. TM Stepanchuk, who belongs to the Canoe Club, said even with two inches of snow, the place was packed and they raffled out a lot of prizes and raised over \$1000.

4. Discussion/Declaration of Potential Conflicts of Interest

5. Approval of Minutes Presented: December 13, 2021

At 6:08 PM, TM Bourque motions to approve December 13, 2021 minutes and TM Stepanchuk seconds the motion. All in favor. Motion approved at 6:09 PM.

6. Approval of Financials: Updates / Budget questions

CA Zimmerman reports there are no financials available due to staff illness. CA Zimmerman shares as of January first, Oregon State will be handling lodging taxes and a couple of fines will be enforced for not signing up. Staff asks CA Zimmerman, if Tourism doesn't spend their entire budget for the year, what happens to the excess funds. CA Zimmerman says that amount becomes the beginning balance of the next fiscal year. Because the money has been dedicated to transient room tax, the funds can't be used unless it's tourism related. The plan is to look at financials in February.

7. Approval of Bills

8. Staff Report

Staff brings up Travel Portland's \$300 Investor Partner invitation. Tourism has invested in that partnership in the past. That was when Travel Portland had the visitor center in downtown Portland and they carried tourism brochures. Staff also spoke with Travel Oregon. They have a brochure that is very popular that shows tourists what to do and where to go outside of Portland. Most advertisers renew so spots aren't always available. Staff will provide more information.

9. Port Report

10. Old Business

A. Review brochure proof from Lynx

Staff shows the committee the brochure proof provided by Lynx Group for review. TM Bourque inquires about distribution. Staff will bring distribution information to next meeting. Cost for 10,000 brochures through Precision Graphics, is \$2436 and they use 100# paper and have richer color than the web press at Lynx. TM Bourque considers the idea of having a rack card instead of a brochure. Editing the brochure is taking a lot longer than Staff thought. She will send and/or bring a proof next meeting. Staff asks how many new businesses are foreseen in the near future in Cascade Locks and CA Zimmerman suggests asking the Port and/or checking the Port Report. The committee chooses to have brochures printed by Precision Graphics. At 6:23 PM, TM Bourque motions to order 10,000 brochures through Precision Graphics once the brochures have been completed. TM Troeger seconds the motion. Motion is approved at 6:29 PM.

B. Review design proofs: Multnomah Falls kiosk, Columbia River Gorge co-op spread and Tourism brochure

Staff displays four proofs of the Columbia River Gorge co-op spread design for the committee to review and a proof is unanimously chosen. Staff did not have proofs for the kiosk or tourism brochure.

C. Brochure distribution contract process

Staff will contact Marianne Bump at the City to find out about the process of writing and posting an RFP. The budget will be reviewed at the February meeting before the committee decides on contract details.

D. Tourism website update :: presented by TM Troeger

TM Troeger was able to get login information for the tourism website through the City's tech person. There were a lot of little things that needed attention, such as being consistent with branding colors and typography and fixing spacing issues. He added a slideshow with about 15 images to the Home page so it wasn't so static, and some wavy lines as a design feature to emulate water. TM Troeger says someone needs to be hired to continue on from where he left off on the site. Staff asks TM Troeger where the security issues are: is it within the Wordpress theme or is it with the web host or server? Because the site looks great now and wonders if it really needs to be rebuilt. He says I should ask Dave, the City's tech person about security. TM Bourque asks TM Troeger if he thinks we need to revamp the site and the response is no. The mobile ability of the template that's being used is tricky. The problem is using three columns. TM Troeger suggests finding someone who has the knowledge to continue on with the base that he has created. CA Zimmerman suggests hiring the same business that does the City's government site, so he'll contact them. No decision will be made until further information is known.

11. New Business

A. Skamania Lodge Guest Magazine :: quarter page comped ad, review proofs

Pacific Crest Imprint had an extra space located near the page about Cascade Locks, so a quarter page tourism ad was offered to the committee at no charge. A vote to ratify the decision is called upon. Since there are only four members of the Tourism Committee present, and we need the fourth vote to ratify the decision, TM Bourque is allowed to vote as per CA Zimmerman. TM Bourque did not engage in any discussion about the decision and a vote cannot be passed without his vote. TM Stepanchuk motions to approve the quarter page ad at 6:50 PM. TM Troeger seconds the motion. All in favor. Motion approved.

B. Review Sean Trew's sailing promo photos for Cascade Locks :: presented by TM Bourque

TM Bourque informs the committee that Sean Trew donated hundreds of photos that can be used by the tourism committee to promote Cascade Locks. CA Zimmerman asks if TM Bourque has a folder with all the photos, the reply is yes. CA Zimmerman requests he send all the photos and TM Bourque agrees. Staff asks the committee if anyone is interested in taking local photos and sending them so she can post the images and what's going on in town on social media. TM Bourque suggests possibly having a photo editor on the committee or setting up a sub-committee. TM Troeger suggests sending business a photo

request. TM Stepanchuk makes suggestions about keeping up on social media. TM Troeger admits it's a lot of work. Group engagement ensues. Staff will do some research.

C. Discuss ideas to streamline design approval process

TM Bourque wonders if the design approval process needs a subcommittee to make the process more efficient, as well as creating ads in advance at varying sizes (1/4 page, 1/2 page, full page) which can then be used for the year and resized as needed. Chair Kelly asks if the projector works and comments are made about how helpful using it will be in the future.

D. Committee discussion on social media ideas and facts

Already covered in 11B. A discussion on helping local businesses during the slow season is brought back up. TM Bourque wonders if we should go to businesses and ask how we can help. Brian Kelty from Gorges Beer says they have a meeting scheduled for tomorrow. He'll bring up the topic and they'll brainstorm and get back to the committee. TM Bourque asks Brian Kelty if it's true about the possibility of a boutique hotel being opened in Cascade Locks; and that appears to be a possibility in the future.

12. Upcoming events:

A. Trivia Night, Thunder Island, 6pm, Thursday, February 3, 2022

Brian Kelty asks if anyone is familiar with Zwickelmania, then proceeds to educate the committee. Zwickelmania is an open house for every brewery in the state of Oregon. Breweries open their doors and give tours to the public. A zwickel is a tasting spout on the side of the tank. So you can pour beers that are fermenting from the tasting spout and that way you can see the process of the beer as they explain about the fermentation process. The state-wide event will be February 26 from 12-4 PM. Staff asks about a media write up, he suggests going to the Oregon Brewers Guild website to find out more. Some brewers will also be offering food. It's a big day for brewers!

13. Tourism Committee Member Reports

A. Matt Kelly

B. Harry Troeger

C. Val Stepanchuk

D. Norm Bourque

14. Next Meeting Date & Time: Monday, February 7 2022, 6pm, Council Chambers

15. Adjournment: Chair Kelly adjourns the meeting at 7:29 PM

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.