

# CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, February 7, 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: Vice Chair Debbie Fine, TM Cindilee Baseman, TM Val Stepanchuk, TM Harry Troeger and TM Norm Bourque. Also present, CA Gordon Zimmerman and Tourism Support Staff, Annie Van Domelen.

## 2. Amendments to the Agenda

Include 1859 Magazine Ad under 11. New Business

## 3. Comments from General Public

## 4. Discussion/Declaration of Potential Conflicts of Interest

## 5. Approval of Minutes Presented: January 13, 2022

At 6:06 PM, Vice Chair Fine motions to approve January 13, 2022 minutes and TM Bourque seconds the motion. All in favor. Aye. Motion approved at 6:07 PM.

## 6. Approval of Financials: Updates and budget questions

The City is still working on the budget. CA Zimmerman informs the committee their budget is fine and lodging occupancy has increased. He should have more to share in the near future. TM Bourque asks CA Zimmerman about the Tourism budget in association with the museum. CA Zimmerman confirms that last year the committee contributed \$30k to the museum and \$20k this year plus \$5k per quarter. TM Bourque inquires further. CA Zimmerman explains it's because the museum is considered the visitor center for Cascade Locks. Once the museum moves onto main street, the contribution will probably go back up to \$30k per year because that's where all the visitor information will be. TM Bourque wonders if it's a contract or verbal agreement. CA Zimmerman says it's verbal but quantified in the budget, and the Council really wants to support the museum as they do tend to answer a lot of tourism related questions. TM Bourque inquires if there was ever a plan to give all tourism money to the museum and CA Zimmerman responds that was never the plan and Tourism's contribution was capped at \$30k. Vice Chair Fine says four or five years ago, the Tourism Committee voted to support some kind of a visitor center. CA Zimmerman agrees, especially since there's not enough capital to support a brick and mortar visitor center. So Tourism dollars basically pay for the staff of the museum who answer tourism related questions. Once the museum moves up to the old hardware store, it will be labeled as a museum/visitor center. TM Bourque asks if a visitor center is currently set up at the museum. CA Zimmerman says there are some brochures and information but it's not set up officially like a visitor center. Support Staff inputs that there is a small room that holds all the tourism info. Chair Kelly asks about the timing for the museum's move to main street. CA Zimmerman says the price of the building has been agreed upon but the current owner of the property believes the property line is 10 feet closer to Gorges Beer than surveyors have indicated so he's hired a third surveyor. The agreement is to pay for the building as a lease purchase payment and the rent is equivalent to what the cruise ships will donate on a monthly basis and the building will be bought out within five years. The executive director of the museum is very positive about getting some large grants. Tourism commitment has always been \$30k to pay for staffing hours when the museum is open in the summer. During Covid, that went down to \$20k. CA Zimmerman is asked if the Port has any contribution to this and he responds they do whatever they can afford. CA Zimmerman says if you haven't been down to the museum lately, it is fabulous. They've cleaned the place out, upgraded the exhibits and Janice Crane is doing a great job.

## 7. Approval of Bills

## 8. Staff Report

Jason Waicunas has sent the committee a headline sponsorship invitation for PCT Days, August 19-20, 2022. The value of the sponsorship is \$2695 in exchange for a \$2500 grant, and it includes booth space, and the Tourism logo placed on advertising materials, such as event shirts, event posters and the PCT website, which will also link to the tourism website. This year, instead of ending each day with a film series, they've decided to host happy hour. Staff tells the committee if they're interested in the exchange, then she will send Jason a grant application to fill out. TM Bourque suggests maybe the committee can find more ways to support the event such as social media postings.

The "Future Forward" Oregon Governor's Conference on Tourism will be held in Sunriver March 14-16 this year. Chair Kelly would like to go, so he will sign up to attend.

Staff provides information about the Travel Portland membership for \$300. Chair Kelly shares his input how interest is greater for smaller town getaways with Covid still present, so he wonders if it's necessary at this time to join. The committee decides to pass.

TM Bourque brings up Travel Oregon and Staff lets him know that she was recently contacted by Betsy Hand who is a Senior Account Manager for Custom Publishing Tourism Marketing for Travel Oregon. Staff recommends trying to get an ad in their Things to Do and See brochure which comes out in the fall. The brochure inspires visitors to travel to destinations outside of Portland that are listed in the brochure. It's very popular, in fact it's the #1 brochure distributed to "road trippers" in Oregon, and often ad space is unavailable due to renewals. Staff wonders if the committee might be interested. TM Bourque asks if we can see a copy of the brochure and Staff says she'll ask.

Staff asks committee members if they know about Marine Park Trail and the planning for a future bike and pedestrian path network within Marine Park. CA Zimmerman says it may be on hold.

Staff brings up the Quilt Block brochure which a few people have inquired about including Certified Folder and Mt. Adams Chamber of Commerce. Contact person is Joanne Wittenberg. Vice Chair Fine suggests if the Quilt Block group is interested in reprinting, they'll need to submit a grant.

Staff brings up brainstorming ideas for committee and current strategy. Pick one for a topic to begin discussion next meeting.

## 9. Port Report

## 10. Old Business

### A. Review brochure proof and updates

Staff asks the committee to review brochure updates and requests edits. TM Stepanchuk suggests contacting Heart of the Gorge Sailing to see if they would like to be listed on the brochure and CA Zimmerman provides contact information to Staff. Staff asks the committee to choose a cover image and for other image edits. At 6:58 PM, Vice Chair Fine motions to approve the brochure with requested edits and a review of a final proof. TM Bourque seconds the motion. Motion passed at 6:59 PM.

### B. Discuss Multnomah Falls kiosk ideas/design

Staff shows the committee the revised Multnomah Falls kiosk panel with single sized ad layout and a new photo. Staff will provide more photo proof options but asks committee for approval or edits of ad layout. The committee agrees to have Staff sell single sized ads. If all ten single ads are not sold, then Staff will offer double sized ads in order of request by businesses. Quarterly billing for ads is decided at \$50 for a single and \$100 for double ads. Staff informs the committee that ads can be updated and/or replaced each quarter and Certified Folder's agreement is for quarterly replacement. However, if there are no changes, panels can remain up for more than one quarter. At 7:02 PM, TM Bourque motions that ads be sold for the kiosk at Multnomah Falls to advertisers or businesses in Cascade Locks at \$50 per single sized ad, and if all ten single spots are not sold, double ads will be \$100. Billing will be on a quarterly basis. Vice Chair Fine seconds the motion. All in favor. Motion passed at 7:03 PM.

C. Review brochure distribution sites

Staff shares printed summaries of distribution sites by Certified Folder and those to which Shirley Carr delivered. Certified Folder sites include Columbia River Gorge and Mt. Hood locations, plus two locations at the Portland Airport. Staff suggests everyone review the summary lists to see delivery overlap to help make a decision about hiring a new brochure distributor.

D. Brochure/RFP :: TM Bourque

TM Bourque spoke with Marianne Bump at the City and she said the distribution position was previously paid between \$2300-\$3200 per year and all we need to do is write an RFP and run it by CA Zimmerman. Chair Kelly offers to write the RFP and will contact Marianne Bump for guidelines and will bring the RFP to the next meeting. Once approved, the RFP can be posted on social media and in local papers.

E. Website update

CA Zimmerman has tried to contact the web developer several times and the email keeps getting kicked back. If this continues, another web developer will need to be contacted.

11. New Business

A. Tourism photo ideas: Photo contest/Hire photographer for new photos

TM Troeger suggests considering professional photos be taken next fiscal year to refresh Tourism's photo library. This would allow for high quality photos with subjects of interest such as dining, park and scenic, sailing, kayakers, canoes, hikers, etc. Seasonal photos and costs are discussed. TM Bourque doesn't think we need to pay for photos and should have a photo contest. All options are discussed. In the end, TM Bourque thinks we should have both, a photo contest and hire a photographer. Chair Kelly suggests the committee come up with a mutual list of images they'd like added to the photo library. Then share them next meeting to create new categories of images to have on file.

B. Discuss possibility of organizing a volunteer clean up event :: TM Troeger

TM Troeger suggests organizing something on Facebook and inviting people to show up at a location, possibly bringing some of their own tools, and have a community clean up event to clean the west end entry by the sign. CA Zimmerman said the best way to do that would be to share the idea with the Port and ask permission to contact ODOT in order to get their approval to do the clean up. Once permission is granted, a date can be set and communicated to the community. CA Zimmerman said he'd be happy to approach both the Port and ODOT about it. Vice Chair Fine says she and Jolene have been talking about doing something like that and will reach out to her again in an effort to move forward.

C. Mt. Adams Chamber Membership

Staff spoke with Tammara Toppel, Executive Director of the MACC and Visitor Center and shares how proactive Tammara and her staff are at supporting Gorge tourism. For example, if someone comes into their visitor center who is going to waterfall alley, the staff shares places to stop along the way, such as Cascade Locks, and provides information as to what Cascade Locks has to offer. And Tammara is happy to give Cascade Locks Tourism a non-profit chamber membership rate of only \$85 per year. At 7:35 PM, Vice Chair Fine motions to join the Mt. Adams Chamber at the non-profit price of \$85. TM Baseman seconds the motion. All in favor. Motion is passed.

D. Gorge magazine story/ad opportunity :: TM Bourque

TM Bourque recommends considering buying an ad in the Gorge magazine this summer or fall and asking Janet Cook to write an article about Cascade Locks. The magazine is distributed far to the east in Pendleton, for example, with a lot of visitors heading west.

E. 1859 Magazine Ad

1859 contacted Staff to let her know they had extra space in their upcoming March/April issue for a full or half page ad at a discounted price, with a next day ad deadline. They are featuring the Gorge in this issue, with an article on Gorge wildfire hikes, and their travel spotlight is on The Bridge of the Gods. Full page usual price is \$4000, they are offering it for \$2500. A half page ad is normally \$2500 and is being offered at \$1500. They said they'd place the Cascade Locks Tourism ad as close to the article as possible. At 7:42 PM, TM Bourque motions to approve a half page ad in the 1859 magazine for their upcoming issue for \$1500. Vice Chair Fine seconds the motion at 7:44 PM. All in favor. Aye. Motion is passed.

12. Upcoming events:

A. Zwickelmania®, Gorges Beer Co. & Thunder Island, 12-4pm, Saturday, February 26, 2022

13. Tourism Committee Member Reports

A. Matt Kelly

B. Debbie Fine

C. Cindilee Baseman

B. Harry Troeger

C. Val Stepanchuk

D. Norm Bourque

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

15. Adjournment: Chair Kelly adjourns the meeting at 7:50 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.