

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MARKETING MEETING, Monday, June 20, 2022, 6:00 PM, Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Vice Chair Debbie Fine at 6:06 PM. Attending: TM Cindilee Baseman, TM Harry Troeger, TM Norm Bourque and TM Val Stepanchuk. Also present, Tourism Support Staff, Annie Van Domelen.

2. Amendments to the Agenda

3. Comments from General Public

4. Discussion/Declaration of Potential Conflicts of Interest

TM Stepanchuk declares an actual conflict of interest regarding 10A on the Agenda. He will remove himself from participating in discussion or voting on contract terms for photography. TM Troeger declares an actual conflict of interest regarding 10A on the Agenda. He will remove himself from participating in discussion or voting on contract terms for web.

5. Approval of Minutes Presented: June 6, 2022

At 6:08 PM, TM Bourque motions to approve June 6, 2022 minutes and TM Stepanchuk seconds the motion. All in favor. Motion approved.

6. Approval of Financials

7. Approval of Bills

8. Staff Report

Staff contacted Heather Soderberg-Greene to request a sketch of the statue she's considering loaning to the City of Cascade Locks and gave her Vice Chair Fine's phone number as a local contact. Staff posted Grants Getaway about Cascade Locks on Facebook.

9. Port Report

10. Old Business

A. Define Contract Terms for Web & Photography

Web contract terms include ongoing web updates on Wordpress, themes, plugins, etc., adding an Event and/or other pages deemed necessary for the site, updating information and switching out or adding new photos. The committee suggests the contract begin July 1, 2022 through June 30, 2023 at \$60 an hour with a top billing limit of \$2500 for the length of the agreement. Billing will be done at the discretion of contractor. At 6:13 PM, TM Bourque motions to approve the web maintenance contract with Harry Troeger for the upcoming year at \$60 hour with a \$2500 cap. At 6:15 PM, TM Baseman seconds the motion. All in favor. Motion is passed at 6:17 PM.

Photography contract terms include at least 20 high resolution images (with some secondary images) within basic categories of water, outdoor activity and town/businesses in Cascade Locks. The committee suggests the contract begin July 1, 2022 through September 30, 2022 for \$500 with an option to renew. At 6:27 PM, TM Fine motions to approve the photography contract with Val Stepanchuk. At 6:28 PM, TM Troeger seconds the motion. All in favor. Motion passed.

*Staff will provide a photography release form to TM Stepanchuk.

11. New Business

A. Swag Ideas and Bids are Presented

Staff and TM Bourque present swag ideas to the committee within a \$2500 budget. TM Bourque mentions getting posters through Weatherly Printing at 93 cents for 1-99 posters. TM Stepanchuk suggests postcards rather than posters, which works well with the free postage mailbox at the Tourism booth. Staff will make sure there's a writeable finish on the backside of the postcard and will bring image ideas for postcards to the next meeting, and encourages members to do the same. It's suggested to choose several images and print 100 cards per image. Vice Chair Fine suggests using the image that TM Bourque sent Staff which is similar to the image used for the current kiosk panel. Staff will contact Weatherly Printing for pricing and will set aside \$100 for the postcards which will be ordered through Vista Print or locally through Weatherly Printing. Regarding swag for PCT Days, the committee chooses 100 trucker hats with the round tourism logo, 200 brown tote bags (at \$3 each at the lower close out price) with the gold round tourism logo and 200 T-shirts. TM Troeger suggests ordering shirts in two sizes, large and x-large. Then he considers creating a new design using the Cascade Locks brand font and tagline. Now the committee considers a 2-sided shirt in medium and x-large and only ordering 100 shirts. They like the green shirt on the sample sheet. TM Troeger will provide a design by Friday; he asks TM Stepanchuk to work with him. With uncertainty of new cost, a flexible order that is at or under \$2400 is agreed upon.

B. Vote on Swag Order

The order will consist of approximately 100 trucker hats with a slightly up-sized (if possible) tourism logo. Staff will send new hat samples for the committee to choose from since no one liked the cammo hat sample. Around 200 brown tote bags with the gold tourism logo at an assumed cost of \$3 each (if the close out bag is still available). The tote bag order will be flexible depending on the price of the 2-sided T-shirts. Approximately 100 T-shirts that are either a natural color or similar to the green color on the comp sheet provided. For certain, the order through Columbia Graphics will be at or under \$2400. At 7:24 PM, Vice Chair Fine motions to spend up to \$2500 total on swag for postcards, trucker hats, tote bags and T-shirts. TM Bourque seconds the motion at 7:25 PM. All in favor. Motion passed.

12. Upcoming events:

- A. Movies in the Park, Marine Park, Friday, June 24, 2022

13. Tourism Committee Member Reports

- A. Matt Kelly
- B. Debbie Fine
- C. Cindilee Baseman
- D. Harry Troeger
- E. Val Stepanchuk

The Canoe Club had a successful community BBQ night; and will have another in July and August.

F. Norm Bourque

TM Bourque explains he had to pull the Tourism ad from Skamania Guest magazine but is offering an inside cover spot in next year's publication.

14. Next Meeting Date & Time: Monday, July 18, 2022, 6:00 PM, Council Chambers

15. Adjournment : Vice Chair Fine adjourns the meeting at 7:34 PM