

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, July 18, 2022, 6:00 PM, Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chair Matt Kelly at 6:05 PM. Attending: TM Cindilee Baseman, TM Harry Troeger, TM Norm Bourque and TM Val Stepanchuk. Also present, Tourism Support Staff, Annie Van Domelen and scheduled guests Marlee Boxler and Jody Thompson.

2. Amendments to the Agenda

3. Comments from General Public

A. Scheduled guest: Marlee Boxler, City of Troutdale and Gateway to the Gorge Visitor Center

Marlee introduces herself as Economic Development Coordinator for the City of Troutdale and manager for Explore Troutdale Destination organization. Her current position used to be part of the West Gorge Chamber of Commerce but since July 2020, it's been in the wheelhouse of the City of Troutdale, which has opened up the Gateway to the Gorge Visitor Center. The visitor center has been open for two months and Marlee is connecting with organizations and what's happening in the Gorge by being engaged and involved in meetings. Staff and some committee members marvel at how wonderful their new visitor center and museum is and ask Marlee questions while she passes out some branded materials and shares about how their First Friday nights are positively effecting Troutdale businesses. The number one inquiry at the visitor center is how to get to Multnomah Falls, which also entails informing people of permits and passes, and suggesting other hikes and places to stop, including Cascade Locks.

B. Scheduled guest: Jody Thompson, The Gorge Magazine

Jody introduces herself and hands out some copies of The Gorge magazine while sharing its value, the fact they're local and that the magazine is published quarterly. There's a discount for advertising in multiple issues and a 5% discount for submitting your own ad. There may also be a discount for prepaids. Ads can run consecutively — but they don't have to. Clients can choose which quarters they wish for ad placement. In order to possibly have a story about Cascade Locks in the publication, we'd need to pitch a story idea to editor, Janet Cook. If she likes the idea, she will decide the best timing for the story to be published.

At 6:36 PM, TM Bourque motions a vote for tourism to run a one-third sized ad for three issues at \$693 per issue, with an additional 5% discount for ad submission. When and whether or not ads will be placed consecutively will be discussed further by the committee. At 6:38 PM, TM Troeger seconds the motion. All in favor. Motion passed at 6:39 PM.

*Pricing is $\$693 \times 3 = \2079 with a 5% ad submission discount = \$1975.05

4. Discussion/Declaration of Potential Conflicts of Interest

At 6:42 PM, TM Stepanchuk and TM Troeger declare an actual conflict of interest regarding 10A on the Agenda.

5. Approval of Minutes Presented: June 20, 2022

At 6:43 PM, TM Stepanchuk motions to approve June 20, 2022 minutes and TM Troeger seconds the motion. All in favor. Motion approved.

6. Approval of Financials

7. Approval of Bills

8. Staff Report

Staff asks the committee to review the Photography Release Form. No edits are recommended, so Staff will run it by the City's attorney for approval. Staff shares Heather Soderberg-Greene's sketch for the bronzework that she's considering loaning to the City. The PCT Days grant has been submitted to accounting and Jason is working on getting necessary information to Marianne Bump.

9. Port Report

10. Old Business

A. Vote to Approve Contract Agreements

At 6:58 PM, TM Bourque motions to approve the two contracts for web maintenance and photography. TM Baseman seconds the motion. At 6:59 PM, Chair Kelly takes a vote for the web maintenance contract and photography contract separately. Each motion is approved with four votes.

B. Review T-Shirt Proof and Sizes / Update on PCT Days Swag Order

Staff provides updates regarding the T-shirt and tote bags ordered through Columbia Graphics. She will email some images to committee members so they can choose their preference. Initially, the committee considered only doing Large and X-Large T-shirts but Columbia Graphics highly recommends ordering four sizes from Small to X-Large. The committee agrees.

11. New Business

A. PCT Days Sign Up Sheet & Map

Staff points out the tourism booth location on the PCT Days map and also provides members with a print out of all sponsor information. She has included a PCT Days volunteer sign up sheet so members can start to think about the day(s) and time(s) they're available to volunteer. It's best to have two volunteers at all times. At next meeting, Staff will begin to fill volunteer names into the schedule.

B. Local Business Donations for PCT Days

Staff will begin contacting local businesses and asks if any members want to contact anyone in particular.

C. Postcard Proofs and Pricing

Staff presents some initial postcard drafts and recommends printing four different postcard images. She welcomes members to send their preference of images so she can mock them all up and bring them to the next meeting. Staff will contact Weatherly Printing for pricing. She will ask for a quote that falls at or below the \$100 allowance previously voted on.

12. Upcoming events:

- A. Opti Pre-Nationals Clinic, USODA US Nationals and USODA Girls US Nationals Sailing Events, Monday–Sunday, July 18–24, 2022, Marine Park / Sponsored by Columbia Gorge Racing Association
- B. CGOD Sailing Event, Saturday & Sunday, July 30–31, 2022, Marine Park
Sponsored by Columbia Gorge Racing Association

13. Tourism Committee Member Reports

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

TM Bourque reports that he made contact with Susan Place about distribution and she had no one to suggest. It doesn't seem like finding someone to distribute brochures is going to be easy considering gas prices. TM Bourque has placed a donated rack in the Columbia Market and at Locks Waterfront Grill/ Sternwheeler for the tourism brochures. TM Bourque suggests the committee make a joint effort to keep brochures stocked. Susan Place said she knew of one person who charges \$10 a stop for deliveries. Staff is doing her share of keeping brochures stocked every month when she hands out the Flash Report to local businesses and has told Vista House and Explore Troutdale to let her know when they run low.

14. Next Meeting Date & Time: Marketing Meeting, August 1, 2021, 6 PM, Council Chambers

15. Adjournment: Chair Kelly adjourns the meeting at 7:37 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.