

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, August 1, 2022, 6:00 PM, Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chair Matt Kelly at 6:03 PM. Attending: Vice Chair Debbie Fine, TM Cindilee Baseman, TM Harry Troeger and TM Norm Bourque. Also present, CA Gordon Zimmerman and Tourism Support Staff, Annie Van Domelen.

2. Amendments to the Agenda

Staff adds two items to the agenda. One: discuss the advertising schedule in the Gorge magazine. Two: review and vote on the final photography release form that was approved by the City attorney.

3. Comments from General Public

4. Discussion/Declaration of Potential Conflicts of Interest

5. Approval of Minutes Presented:: July 18, 2022

At 6:06 PM, TM Bourque motions to approve July 18, 2022 minutes and TM Baseman seconds the motion. All in favor. Motion approved.

6. Approval of Financials

CA Zimmerman reports receipt of the first quarter TRT payment from the state for \$29k, of which Tourism receives 30%. CA Zimmerman hopes to share a financial report next month.

7. Approval of Bills

8. Staff Report

Staff asks if all contracts have been signed and turned into the City. Chair Kelly will follow up and make sure everything is complete. Weatherly Printing will supply Staff an invoice when postcards are picked up. Staff inquires as to the best way to pay for boosting social media and suggests a pre-loaded card. CA Zimmerman suggests looking into having a City card for Tourism. Staff thanks Chair Kelly for informing the committee about the 6-page editorial on Cascade Locks in the Willamette Week Summer Guide. Staff contacted Willamette Week and picked up two boxes (120 copies) of the publication. A copy was given to all committee members and Staff will pass them out to local businesses along with the Flash Report this week. Remaining copies will be handed out at PCT Days. Staff gives a report on local business donations.

9. Port Report

10. Old Business

A. Sign up to Volunteer at PCT Days

The committee discusses the PCT Days schedule. TM Troeger suggests creating a google sheet and will send Staff a link so members can continue to work on the schedule.

B. Review Postcard Proofs / Streamline Design Process

Staff provides members with a vote sheet containing eight front postcard proofs and two backs. She asks members to choose their favorite four postcard images, favorite back and welcomes suggestions. TM Bourque suggests placing CA Zimmerman's statement about Cascade Locks on the backside of all the postcards. The idea is a hit! Staff will tally committee votes and email results to the committee.

11. New Business

A. Social Media Business Promotion for PCT Days :: TM Bourque

TM Bourque suggests Staff do a group Facebook post for local lodging options and another for dining options the week of PCT Days.

B. Boosting Social Media

The discussion continues around boosting social media posts. Staff needs to speak with Marianne and Dave in accounting. A spending limit/amount has not been voted on. Staff will follow up next meeting.

C. PCT Journal :: TM Bourque

TM Bourque talks about the need to replace the PCT journal at the Post Office since the old one has been filled and is now archived at Cascade Locks Historical Museum. He suggests the committee purchase one. Staff will go to the museum to review the log and start looking for a replacement. At 6:42 PM, Vice Chair Fine motions for Staff to purchase a journal for no more than \$50 and communicate with the museum to review the old journal. At 6:43 PM, TM Bourque seconds the motion. All in favor. Motion passed.

D. Choose Quarterly Ad Placement in Gorge Magazine / Brainstorm Story Ideas

TM Bourque suggests advertising in the winter edition since the committee wants to increase numbers of visitors that time of year; then continue in spring and possibly summer. Staff suggests the third run be in fall 2023, since summer is already busy. Everyone agrees with winter, spring and fall. Staff will contact Jody at Gorge magazine with the committee's decision. TM Bourque likes the idea of CA Zimmerman being interviewed for a story, so he can share how Cascade Locks has changed through the years including culture, breweries, etc. Chair Kelly thinks the history of Bridge of the Gods, Native legend or Sternwheeler are also good ideas. The committee will discuss further at the next scheduled meeting.

E. Vote on Final Attorney Approved Photography Release Form

At 6:48 PM, Vice Chair Fine motions to approve the Photography Release Form as written. TM Troeger seconds the motion. All in favor. Motion approved.

12. Upcoming events:

- A. Bridge of the Gods Run 2022, Half-Marathon & 10K Run, Sunday, August 7, 2022 *Event is sold out!
Half-Marathon starts at 8am; 10K at 8:30am. Walkers welcome.

13. Tourism Committee Member Reports

A. Matt Kelly

Chair Kelly reports the Gorge Canoe Club participated in a race in Seattle and won.

B. Debbie Fine

C. Cindilee Baseman

D. Harry Troeger

TM Troeger requests members review the website and provide feedback at the next meeting.

E. Val Stepanchuk

F. Norm Bourque

14. Next Meeting Date & Time: Marketing Meeting, September 12, 2022, 6 PM, City Hall Library

15. Adjournment: Chair Kelly adjourns the meeting at 6:58 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.