

CITY of CASCADE LOCKS — Tourism Committee Meeting
TOURISM COMMITTEE MEETING, Monday, January 10 , 2018 , 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call.

The meeting was called to order by Chairman Debbie Fine at 6:02 PM. Attending: Chairman Debbie Fine, TM Barbie Daniel, TM Steve Anderson and TM Sherry Seaman. Also present Bernadette Murray, Tourism Support Staff.

2. Amendments to the Agenda.

None.

3. Comments from general public.

None.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes.

Approval of December 3, 2018 minutes. TM Daniel motioned to approve, TM Anderson seconded. All in favor. Motion carried.

6. Approval of Financials.

None.

7. Approval of Bills

None.

8. Port Report.

None

9. Staff Report. Winter kiosk is being installed, with Steve Anderson's photo of the monument. People are coming here to see the monument, and someone started the PCT already. Change is coming, more hikers will be on trail earlier and staying on trail longer. The Port approved a new plan for PCT Days for 3 years. Jason Waicunas called to touch base. Let's increase the photo booth and make signs, and buy props. We have everything else. He wondered if we wanted to repeat what we did last year? The committee came to a consensus to do what we did last year. The ALDHA-West Ruck is going to Stevenson, and won't be here going forward. They outgrew the facility. We were invited to a meeting on the 16th for the celebration for the ribbon cutting on the historic highway trail at Wyeth. The celebration will be on August 3rd. Help to promote bike tours, and self drive, car free travel. Staff will be riding the PCT in 2020, and discussed what happens during that period of time and how that might be handled. Staff reported in 2013 the PCTA issued 1,879 permits and in 2018 there were almost 8,000 permits for 500 miles or more. More people coming.

10. Port Report.

None.

11. Old Business

A. Bus stop update. Steve gave a report on progress. He is working at moving it down to in front of the mall and having an east and west bound approach. What is the best place to have it? Contact has been made with ODOT. We need signage, and a good place to put our cutouts. The subcommittee will take it up.

- B. WCGC coffee meeting. Consensus is that we need to work on this relationship and will try to put together a gathering. We are not getting the involvement that we need.
- C. PCTA Trail Town. Need letters from CL businesses. Staff will reach out.
- D. Winter Multnomah Falls kiosk. Artwork of the PCT monument. Will get it up ASAP. Waiting on new ad artwork from a couple of participants.
- E. Better communication with potential organizers. Work with organizers to create new events, and support them.
- F. Gathering of the First Nations, working toward making a renewal of the event happen.

11. New Business

- A. Cutouts. We would like to make this happen.
- B. Media buying calendar. We will have a marketing meeting to figure it out.
- C. Screws changed out on the monument. Steve will undertake this task.
- D. 1889 Magazine, full co-op page. Consensus was to talk with participants to see if we could put together a package.
- E. Spelling Bee, Valentine's Day Dance/Dinner. Ideas were discussed for new events. Steve suggested a lover's weekend with people getting away from home.

12. Upcoming events:

- A. None.

13. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Sherry Seaman. Reported that she will be leaving the committee, has other things on her plate.
- C. Barbie Daniel. None.
- D. Steve Anderson. None.

14. Next Meeting Date & Time: Meeting Date & Time: Monday, February 4, 2018, 6 PM at Council Chambers

15. Adjournment. Motion made by TM Daniel to adjourn the meeting. Motion seconded by TM Anderson. Chairman Fine adjourned the meeting at 7:42 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.