

CITY of CASCADE LOCKS — Tourism Committee Meeting

TOURISM COMMITTEE MEETING, Monday, October 1 , 2018 , 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call.

The meeting was called to order by Chairman Debbie Fine at 6:04 PM. Attending: Chairman Debbie Fine, Vice Chairman Cindilee Baseman, TM Barbie Daniel, TM Steve Anderson and TM Sherry Seaman. Also present, Gordon Zimmerman, City Administrator; Bernadette Murray, Tourism Support Staff. In attendance were Jason Waicunas, of PCT Days, and Kathy Tittle.

2. Amendments to the Agenda.

None.

3. Comments from general public.

Jason Waicunas of PCT Days spoke of about the summer festival what is working and what needs improvement. The sponsorship and activities all went well. He had the best feedback of any year. He came to answer any questions that we might have, and request that we repeat our headline sponsorship next year. The advertising that we placed about PCT Days was successful. He thanked the Tourism Committee for that effort, and talked about the success of our booth with the time capsule, bandanas, the spin-to-win bike and selfie booth, drawing a good crowd. Chairman Fine remarked that perhaps our booth would have more traffic if it moved up a bit. Discussion was held about possible registration. In the future, perhaps there might be a suggested donation for entry, going to the Oregon Food Bank. Jason, Thunder Island Brewing and Widmer Brewing teamed up to make a special PCT Lager.,

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes.

Approval of September 4, 2018 minutes. TM Daniel motioned to approve, TM Seaman seconded. All in favor. Motion carried.

6. Approval of Financials.

None.

7. Approval of Bills

Lorang Studios, \$100 for the stars. Wind River Publishing, \$855 for Skamania Visitor's Guide. OTE, \$75 for the MF Kiosk, now billed by Certified Folder. Spin-to-win bike, \$140 and bike stand \$150, previously voted on and approved.

8. Staff Report. The PCT Monument is in the ground. As soon as it was in the ground hikers have been coming to see it. I group of 7 who had finished the trail came to see it with champagne. In checking with our Certified Folder contract, we do not any distribution in the East. The Columbia Gorge Express goes tot he Fall schedule soon. In communication with ODOT trying to get the bus stop moved. Staff discussed the drivers announcing and sharing information with riders. Travel Oregon survey is coming to a close soon, please participate. Gambler 500 will be Saturday. Shelley and Kim will prepare breakfast. Staff met with AJ of Gorge Pedal, and discuss getting help with permissions and communication. Directed him to get in touch with the Paula Harkin and Chad Sperry to share information. In the news today was a suggested daily paid parking pass in the gorge. Any help in collecting prizes for the Gambler is welcome. CBS Morning News featured the piano concert in the quarry. Gordon shared that it was sponsored by the Warm Springs. They provided headsets to listen tot he music in nature.

9. Port Report.

None.

10. Old Business

- A. PCT Monument up in time for the 50th Anniversary of the National Trails Systems. Grass will be planted soon.
- B. Columbia Gorge Express. Update on the papers that need to be signed and turned in. A Bus Shelter is needed when the stop is moved. The addition of a kiosk with map and information needs to be developed, where we can distribute local brochures.
- C. Gambler 500. Be there for breakfast at 4:30 AM. The Tourism Committee will meet and take shifts to man the table. Bring our spin to win bike, prizes and materials. TM Anderson will pick up hot boxes and other needs at the Restaurant store.

11. New Business

- A. 1859 Magazine. TM Daniel motioned that we participate in upcoming issue with a half page ad featuring the monument. They are offering us a discounted rate, \$995. The ad will be in a two page spread, featuring other Cascade Locks businesses. The motioned was seconded by TM Seaman, all in favor, aye.
- B. Shoulder Season Ideas.
 - Mud race, reaching out to an organizer bike, mud obstacle course, run.
 - Disc Golf Tournament.
 - Car shows
- C. CGTA Summit, October 29 to 30. Reservations needed for Deb, Cindilee, Steve and Sherry. October 30, 8 AM to 4 PM, in the Dalles. TM Daniel motioned to send staff and 3 Committee Members, at a cost not to exceed \$50 each. Motioned seconded by TM Anderson, all in favor, aye.

12. Upcoming events:

- A. Magical History Tour, October 5, 2018.
- B. Gambler 500, October 5 to 7, 2018

13. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Cindilee. None.
- C. Barbie Daniel. None.
- D. Steve Anderson. None.

14. Next Meeting Date & Time: Meeting Date & Time: Tuesday, November 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 7:59 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.