

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, October 7, 2019, 6:00 PM, City Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chairman Fine at 6 PM. Attending: Chairman Debbie Fine, Vice Chair Steve Anderson, TM Cindilee Baseman, TM Barbie Daniel, TM Mila Kickert and TM Cameron La Fleur. Also present City Administrator Gordon Zimmerman; Tourism Support Staff, Annie Van Domelen.

Introductions were made by TM La Fleur and the Tourism Committee members.

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 September 9, 2019 minutes. At 6:04 PM, TM Daniels motioned to approve minutes and TM Kickert seconded the motion. All in favor. Motion carried.

6. Approval of Financials

None

7. Approval of Bills

None

8. Staff Report

Staff contacted printer and confirmed 25# cartons for the Cascade Locks brochure. They've arrived and are in storage. Shirley and Certified Folder were notified and have picked up and delivered brochures. Mailbox from PCT Days has been emptied. Most postcards were stamped and mailed by the City but a handful remain that are international and/or the City questioned validity of the provided addresses. Chairman Fine will take postcards to the Post Office to mail.

9. Port Report

None

10. Old Business

A. Update on Quilt Block Trail Brochures

Chairman Fine was not able to get ahold of Joanne Wittenberg. Chairman Fine explains the committee has paid for printing costs for the QBT brochures in the past and estimates the cost was around \$500. Staff will contact Jan McCartan at the Port and Chairman Fine will contact Joanne Wittenberg. The Committee is interested in paying half of the brochure printing cost with the Port. Before any printing is done, we need to find out if the brochure content needs updating, in which case, Staff will do the edits. Chairman Fine and Staff will inform Port contacts about Travel Oregon's interest in having the brochures at the downtown Portland Visitor Center in case the Port is interest in funding \$552/year or \$50/month to have them on displayed at that location.

B. Update on Multnomah Falls Kiosk

Staff reports the kiosk file has been submitted to the printer and will then be mailed to Certified Folder so they can install it at Multnomah Falls. All businesses renewed their ads and are being billed.

C. Update on Skamania Magazine

Staff reports we were able to get the 5% discount for the full page ad, making a total expense of \$855 for one year. Staff asks Committee for input regarding photo ideas for the ad. Chairman Fine suggests using a photo of the Bridge of the Gods. CA Zimmerman suggests the same and explains we have a lot to of images to choose from. Staff will email a couple ad samples for Committee input. Committee Members shared how some of my emails are going to their spam folders to help others be aware of the issue. Staff suggests one large image of the bridge with three smaller images displaying what can be found or done in or near Cascade Locks. CA Zimmerman recommends not advertising competitive businesses on the ad since the magazines go into rooms at Skamania Lodge.

D. Update on PCT Days

Staff reports the dates will remain the same in 2020 as they were in 2019.

11. New Business

A. Flash Report Deliveries

Chairman Fine asks Committee for input on Flash Report delivery for the fall/winter months. TM Kickert suggests doing one for the winter season and everyone agrees that a seasonal Flash Report that includes November, December and January is a good idea. CA Zimmerman adds the reason we want to start with monthly reports again in February is because that's when tourism began to flourish this past year. Monthly Flash Report deliveries will begin again in February 2020.

B. Advertising Options

Chairman Fine reports the goal is to figure out where our advertising money will go. CA Zimmerman explains we need to focus on timing, like advertising more in the off season months, and suggests focusing on winter and spring, especially since Cascade Locks is busy and accommodations are full during the summer. For example, if we're going to advertise in Gorge magazine, the best time would be during the winter months. Another suggestion is to advertise in publications when there's a supporting article or section that includes Cascade Locks. Staff will contact advertisers and increase social media output. Local/regional publications are important to advertise in, including chambers and Travel Oregon. At 6:35 PM, TM Daniel motioned to become members of Hood River Chamber, West Columbia Gorge Chamber, Skamania Chamber and Travel Oregon if we aren't already. Vice Chairman Anderson seconds the motion. Aye. Motion carried. Chairman Fine will check with Bernadette about status of website.

C. Travel Oregon Commission Meeting, Monday-Tuesday, October 14-15

Staff shares Lizzie's plans to take some Commissioner members to Thunder Island late afternoon or early evening on Sunday, October 13. Lizzie thought it would be nice if there were a couple Tourism Committee members there. TM La Fleur says he'll try to stop by that evening. On Monday, the 14th, Lizzie has set three tickets aside for Cascade Locks with the plan to invite Jan from the Port and two Tourism Committee members. Boarding will begin at 5:30 PM, the cruise sets off at 6 PM and is two-hours long. TM La Fleur and Chairman Fine plan to attend with TM Baseman as a back up person in case one of them can't make it. On Tuesday, October 15 at 9 AM, Lizzie would like a Tourism Committee member to attend the Commissioners' Meeting to give a short presentation on what direction the committee plans to head toward. CA Zimmerman will attend in our place and provide a short in.

D. Team Member Engagement

Chairman Fine asks the Tourism Committee if they're interested in a particular job, to let the committee know and asks for a bit more involvement, if possible, at events. TM Daniel likes the idea of group texting when something needs to be done to see who might be available.

12. Upcoming events:

A. Toll Booth Park Lighting: Monday, November 18, 2019

13. Tourism Committee Member Reports

A. Debbie Fine

B. Steve Anderson. Vice Chairman Anderson will be providing an invoice for \$136 for prizes purchased for Gorge Pedal.

C. Cindilee Baseman

D. Barbie Daniel

E. Mila Kickert

F. Cameron La Fleur

14. Next Meeting Date & Time: Monday, November 4, 2019 at 6 PM in Council Chambers

15. Adjournment: Chairman Fine adjourned the meeting at 7:04 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.