

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, October 3, 2022, 6:00 PM, Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chair Matt Kelly at 6:02 PM. Attending: Vice Chair Debbie Fine, TM Val Stepanchuk, TM Harry Troeger and TM Pamela Thweatt. Also present, CA Gordon Zimmerman, and Tourism Support Staff, Annie Van Domelen.

2. Amendments to the Agenda

A. Vote to reprint the Multnomah Falls kiosk panel is added to 11.B Review Multnomah Falls Kiosk Design.

3. Comments from General Public

4. Discussion/Declaration of Potential Conflicts of Interest

5. Approval of Minutes Presented:: September 12, 2022

At 6:05 PM, Vice Chair Fine motions to approve September 12, 2022 minutes as written and TM Troeger seconds the motion. All in favor. Motion approved at 6:06 PM.

6. Approval of Financials

CA Zimmerman reports updated financials are still unavailable but Tourism should be in good shape. When the budget was created, it was done conservatively. The City is still waiting on the State for TRT income.

7. Approval of Bills

8. Staff Report

Staff asks CA Zimmerman about the Sternwheeler. He has not been informed, but news states a contract agreement was not reached between the Port and Portland Spirit. Staff found out when she reached out to businesses regarding the Multnomah Falls kiosk panel to see if they wanted to update their ads. Staff presents renewing the co-op spread in Columbia River Gorge magazine for 2023. As before, there is no cost to Tourism to have the 2-page co-op spread. Staff just needs to sell all available ad space. CA Zimmerman suggests having only single ads on the co-op spread, as the committee did with the Multnomah Falls kiosk panel. Staff will discuss it with Wind River Publishing. The committee wants to have the co-op ad layout remain the same. Staff will renew and/or sell ads for the spread and Wind River Publishing will take care of billing. Tourism members agree.

9. Port Report

10. Old Business

A. Contractor Updates

As a contractor, TM Troeger currently has no updates on the tourism website.

As a contractor, TM Stepanchuk provides an update on photographs taken for the Tourism Committee. He requests that Staff review about 50 high resolution images. He will also email a link for the rest of the committee to review the images. TM Stepanchuk says, he can provide more variety of images if needed.

B. Review Gorge Magazine Agreement

The committee reviews the advertising contract with The Gorge Magazine prior to Staff signing the document.

C. Social Media :: Analytics / Continue Conversation / Stories & Images

Staff provides Facebook and Instagram analytics on posts for the past month for the committee's review. TM Troeger inquires about boosting posts, since he wasn't in attendance at the last meeting and read the committee changed their minds about boosting in the September minutes. TM Stepanchuk explains the reasoning. Staff reopens the conversation about TM Stepanchuk and TM Thweatt doing some local stories to post on social media. TM Thweatt will have something to share with the committee next meeting.

D. Update on General Sheridan Sign :: TM Thweatt

TM Thweatt decided to step back in regard to the General Sheridan sign. She believes the correct contact would be State Parks, and she wanted to run that by the committee first. CA Zimmerman reminds members, as a private citizen, they are welcome to comment about such matters, but not as a committee member.

E. Work on Topics to Discuss with New City Administrator

Committee members agree it's best to invite the new City Administrator to our next meeting to introduce ourselves. CA Zimmerman says the new CA should be attending the November meeting.

11. New Business

A. Google Drive File Share :: TM Thweatt

TM Thweatt begins by saying she wasn't aware of potential security concerns surrounding the use of Google Suite when she made the suggestion. CA Zimmerman announces he checked with the City's IT people and the resident documents expert and they're all comfortable with the committee using Google Suite to share resources. City documents, such as minutes, are already on the City's website and are open to the public, so sharing them on Google Suite isn't a problem.

B. Vote to Reprint Multnomah Falls Kiosk Panel / Review Design

Staff has reached out to businesses whose ads are on the kiosk panel to see if they'd like to update their ads. Staff asks if the committee wants to update the kiosk panel design, and if the committee wants to approve reprinting the panel. Committee members like the existing design. At 7:10 PM, Vice Chair Fine motions to approve updating ads on the Multnomah Falls kiosk panel and reprinting the panel at a cost up to \$200. TM Thweatt seconds the motion at 7:11 PM. All in favor. Motion approved.

C. Review Ad Design Ideas

The committee reviews an existing quarter-page ad, provided by Staff to demonstrate last year's ad design. Members suggest Staff change it up this year. Staff requests input from the committee for the one-third page ad in The Gorge Magazine. As to imagery, Vice Chair Fine says canoeing and kayaking seem very popular and age friendly in Cascade Locks. Staff reminds the committee the ad will be in the Fall issue. Everyone agrees water sport images will still be good for the fall ad. TM Stepanchuk reminds the committee of the cyclocross event coming up at the end of this month; that it might be good to get some images of cycling including kids going through the mud pit. TM Stepanchuk suggests using one to two images in the new ad design.

12. Upcoming events:

A. Cyclocross Crusade, Friday–Sunday, October 28–30, 2022, Easy Climb Trail

13. Tourism Committee Member Reports

A. Matt Kelly

Chair Kelly recognizes that TM Baseman is no longer part of the Tourism Committee and acknowledges her as an outstanding member who has contributed a lot to the community. She will be missed and we all wish her the best in her new adventures.

B. Debbie Fine

C. Harry Troeger

TM Troeger has found several topics hidden on the website. It appears people had ideas but never activated pages or added content. He will bring information for the next meeting and requests adding it to the agenda.

D. Val Stepanchuk

E. Pamela Thweatt

TM Thweatt acknowledges that she reviewed the tourism website, made notations and suggestions. She's placed a document in Google Suite for members to review. TM Thweatt also reports she decided to look at the Cascade Locks Tourism website, as well as other local sites, from a tourist perspective this past weekend, looking for things to do. She discovered E-Bike Multnomah Falls which is a big draw for tourists. So she rented an e-bike and rode to Multnomah Falls. TM Fine suggests that info be shared with people and stores in town, so they can provide the information to visitors.

14. Next Meeting Date & Time: November 7, 2022, 6 PM, Council Chambers

15. Adjournment: Chair Kelly adjourns the meeting at 7:29 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.