

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, November 4, 2019, 6:00 PM, City Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chairman Fine at 6:02 PM. Attending: Chairman Debbie Fine, TM Cindilee Baseman, TM Mila Kickert and TM Cameron La Fleur. Also present Tourism Support Staff, Annie Van Domelen; and community member, Janice Crane.

2. Amendments to the Agenda

None

3. Comments from General Public

Janice Crane introduces herself as the new Executive Director of the Cascade Locks Historical Museum.

4. Discussion/Declaration of Potential Conflicts of Interest

None

5. Approval of Minutes

Approval of October 7, 2019 minutes. At 6:09 PM, TM Baseman motioned to approve minutes and TM Kickert seconded the motion. All in favor. Motion carried.

6. Approval of Financials

None

7. Approval of Bills

Payment for IGN for the kiosk backlit film laminate for Multnomah Falls for \$183.64. At 6:12 PM, TM Baseman motioned to approve for the kiosk film for \$183.64. TM Kickert seconded the motion. All in favor. Motion carried.

8. Staff Report

Staff reports that chambers of commerce have been contacted. The Committee has a current membership with Skamania County Chamber of Commerce but needed to renew membership with Hood River Chamber. Staff found the April 2019 invoice and submitted it for payment since last meeting's vote approved renewal of any chamber memberships that weren't active. West Columbia Gorge Chamber is checking membership. Staff also informs committee of a networking event at West Columbia Gorge Chamber on November 13 but also points out that the stakeholder meeting for the museum is on the same day. The committee asks Janice what the museum meeting will be about. Chairman Fine and Staff decide to attend the museum meeting. TM Kickert and TM La Fleur offer to possibly attend WCGCC networking event if possible.

9. Port Report

None

10. Old Business

A. Update on Quilt Block Trail Brochures

No decisions have been made on the Quilt Block Trail brochures. Janice Crane informs the committee that the museum would like more brochures. Chairman Fine and TM La Fleur plan to go to storage on Wednesday, November 6 to get an idea how many brochures remain, and Chairman Fine agrees to let Staff know the number so it can be reported to Jan at the Port.

B. PCT Monument Relocated / Time Capsule: Refinishing and repairs needed

Chairman Fine shares that some wood has broken off the monument and paint is being washed away by rain. TM Baseman suggests weatherizing the monument before the snow but the wood is already damp, so it appears we'll have to wait until spring so it can dry out before being repaired, repainted and refinished. Chairman Fine informs the committee that the capsule has been placed in a vacuum sealed rubber container and into the ground in a vault. Chairman Fine suggests the committee set aside some money for monument repair in the spring.

C. Advertising Options/Budget

Advertising options and budget will be discussed at one of the next meetings. Members of the committee agree that existing categories in the budget/ledger sheets are confusing. Chairman Fine states the goal is to simplify and understand the categories.

D. Skamania Visitor Magazine

Staff presents an advertising opportunity for a two-page co-op spread for \$665. The opportunity is also good for local businesses, as the spread can hold up to 12 eighth-page ads that are only \$250. This is a yearly publication. At 6:48 PM TM La Fleur motioned to approve purchasing the co-op spread in the Skamania magazine for \$665. TM Kickert seconded the motion. All in favor. Motion carried. Design ideas are shared by the committee to have something fun or a little out of the box for the spread layout.

E. Gathering of the Nations

Chairman Fine explains that Bernadette and Buck Jones started talking about creating a Native American celebration in Cascade Locks prior to her leaving the committee. Bernadette was working toward finding someone to sponsor the event. The Tourism Committee can help with grants and advertising once the event is organized. Chairman Fine asks the committee if there's an interest in such an event and mentions that Sarah, who is on City Council is very excited about the idea. Committee members voice agreement, especially considering Native American history in the area. Chairman Fine will talk to Sarah.

11. New Business. None

12. Upcoming events:

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

13. Tourism Committee Member Reports

A. Debbie Fine. Chairman Fine explains she thinks she'll be giving up the chair position in January. She's been sick for the past month and needs surgery. She still plans to be a committee member. Chairman Fine also announces that TM Anderson most likely plans to resign from the committee.

B. Steve Anderson.

C. Cindilee Baseman. TM Baseman and TM La Fleur share their experience at the Sternwheeler Cruise with Travel Oregon.

D. Barbie Daniel

E. Mila Kickert

F. Cameron La Fleur

14. Next Meeting Date & Time: Monday, November 18, 2019 at 6 PM in Council Chambers

15. Adjournment: Chairman Fine adjourned the meeting at 7:12 PM