

# CITY of CASCADE LOCKS — Tourism Committee Meeting

TOURISM COMMITTEE MEETING, Monday, November 5, 2018, 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call.

The meeting was called to order by Chairman Debbie Fine at 6:05 PM. Attending: Chairman Debbie Fine, Vice Chairman Cindilee Baseman, TM Barbie Daniel, TM Steve Anderson and TM Sherry Seaman was excused. Also present, Gordon Zimmerman, City Administrator; Bernadette Murray, Tourism Support Staff. In attendance were Shirley Carr and Eugene A. Newell, Jr.

2. Amendments to the Agenda.

None.

3. Comments from general public.

Shirley Carr came to thank us for putting the brochures into smaller boxes and discuss distribution. Hood River Chamber took a quarter of a case. Eugene, who recently moved to town, came to introduce himself. He mentioned Fivver, a site that we might find graphic design services on. He inquired about whether or not there was any organized Boy and Girl Scout groups. He also wondered about our social media programs.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes.

Approval of October 1, 2018 minutes. TM Daniel motioned to approve, TM Anderson seconded. All in favor. Motion carried.

6. Approval of Financials.

Financials are on track, we need to reduce spending for a while. TM Daniel made a motion to approve the financials dated October 31, 2018, seconded by TM Anderson.

7. Approval of Bills

None.

8. Staff Report. Thank you for coming to the CGTA Meeting, there we made some good connections. Staff talked about the conversation the TM Anderson and she had with Buck Jones regarding Staff reported on attending the 50th Anniversary Trails Systems Conference. Feedback from the conference for the monument was very positive. She took the 50th Anniversary time capsule and had attendees contribute. She guided a hike up to Dry Creek, and a group of 50 to visit the monument. Discussion about what to do with having from information come to us from Travel Oregon. At the CGTA Tourism Summit Lizzie Keenan of Travel Oregon and Michelle Card of the WCGC we talked about how to share the information better.

9. Port Report.

None.

10. Old Business

A. Gambler 500. Turned out to not be as beneficial as last year. Not what we had expected. The weather contributed to the issues, and that they were encamped changed the event.

B. Skamania Visitor's Guide. Artwork still need to be created. Hard to get the monument without a shadow.

C. Multnomah Falls Kiosk. Still waiting for artwork from participants.

D. Certified Folder. Add welcome centers to the East? The decision was made to not add more distribution.

- E. Columbia Gorge Express. The bus stop got moved. Staff spoke with John Whitman. TM Anderson assisted with the paperwork. Signage is needed to indicate that the stop is there at the Columbia Market lot. On their Fall schedule now. More work needs to be done to provide info to riders.

#### 11. New Business

- A. Mt Hood-Columbia River Gorge Magazine Ad. Two-page spread for Cascade Locks. We sponsor the pages, and Cascade Locks businesses have small ads. The two-page co-op spread cost is \$665. A motion was made by TM Daniel to go forward with the Mt. Hood-Columbia River Gorge ad for \$665, with 5% off if paid by December 31. It was seconded by TM Anderson. All in favor, aye. Motion carried.
- B. Website update. The template is outdated, and must be updated. Tools that were in the old template are missing.
- C. First Nations Gathering. TM Anderson and staff talked with Buck Jones at the CGTA Tourism Summit. There is mutual interest to get it going again. Staff will invite him to one of our future meetings. The best time to have the event might be the end of Fall after the run.
- D. WCGC get together. Gordon has been asked to visit at their next meeting, Thursday, the 8th, 6PM. They get more one-on-one attention from Travel Oregon. More connectivity needs to happen and raise our visibility.
- E. 1889 Magazine. Do we want to advertise with a half page for \$995? CL had a two-page spread. Consensus if the committee was to pass on the opportunity.

#### 12. Upcoming events:

- A. Thanksgiving Community Meal, 11/22/18 at the pavilion.

#### 13. Tourism Committee Member Reports

- A. Debbie Fine. She reported that she enjoyed talking to people. She collected some cards and numbers. The Tourism Summit was fun.
- B. Cindilee. Said that it was nice to put names with faces..
- C. Barbie Daniel. None.
- D. Steve Anderson. Said that he enjoyed attending the Tourism Summit and learned a lot.

#### 14. Next Meeting Date & Time: Meeting Date & Time: Tuesday, December 3, 2018, 6 PM at Council Chambers

- 15. Adjournment. Motion made by TM Baseman to adjourn the meeting. Motion seconded by TM Anderson. Chairman Fine adjourned the meeting at 7:43 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.