

# CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, January 9, 2023, 6:00 PM, Old Library

## 1. Call Meeting to Order & Roll Call

The meeting was called to order by Chair Matt Kelly at 6:06 PM. Attending: Vice Chair Debbie Fine, TM Val Stepanchuk, TM Harry Troeger and TM Pamela Thweatt. Also present, CA Jordon Bennett, and Tourism Support Staff, Annie Van Domelen.

### A. Welcome new City Administrator, Jordon Bennett

Introductions between the Tourism Committee and new City Administrator.

## 2. Amendments to the Agenda

### A. Add OSU Podcast Sustainable Tourism Lab to 11C :: Chair Kelly

### B. Add Travel Oregon Advertising Opportunity to 11D

## 3. Comments from General Public

### A. Norm Bourque, Pacific Crest Imprint :: Advertising in the Skamania Lodge magazine

Available ad sizes and costs are shared. A half page ad with a 10% discount is priced at \$888. Other ad sizes are also available. Deadline to decide is mid-February. The committee will vote at the next meeting.

## 4. Discussion/Declaration of Potential Conflicts of Interest

## 5. Approval of Minutes Presented: October 3, 2022

At 6:18 PM, TM Troeger motions to approve minutes. TM Thweatt seconds the motion. All in favor. Motion passed.

## 6. Approval of Financials

CA Bennett will share July budget numbers next meeting.

## 7. Approval of Bills

## 8. Staff Report

Staff suggests CA Bennett consider next year's tourism budget include a petty cash account or pre-loaded card with a \$300-\$500 limit for items Staff currently pays out-of-pocket and which is reimbursed at least one week after invoicing. Examples of this year's costs include mailing brochures and PCT Days postcards, purchasing raffle tickets and a new journal for PCT thru-hikers to sign and make comments on their trek through town. Last year's cost for mailing postcards alone exceeded \$200. Staff reports she is gathering event information for the 2023 Columbia Gorge Visitor's Guide put out by Columbia Gorge News. Staff provides copies of tourism's Gorge magazine ad; she is also watching for registration to open for this year's Oregon Governor's Conference on Tourism which will be held in Portland April 3-5. Staff confirms all co-op ads for tourism's sponsored co-op spread in the Columbia River Gorge magazine have been sold. Some double sized ads still exist since several businesses are currently passing on print advertising. Staff displays last year's spread and suggests replacing the image with a new one; committee members agree.

## 9. Port Report

TM Troeger suggests we find a way to connect better with the Port; how it would be nice to have updates on a frequent basis. The committee agrees, if no one is available to attend Tourism meetings from the Port, the Port Report may as well be taken off the agenda. Chair Kelly volunteers to reach out to Jeremiah Blue.

## 10. Old Business

### A. Contract Updates :: TM Stepanchuk and TM Troeger

TM Troeger provides web updates in the capacity of a contractor. He also discusses adding some pages and a blog to the tourism website. No update from TM Stepanchuk at this time.

## 11. New Business

### A. Reorder Multnomah Falls Kiosk Panel :: Discuss Design

Everyone agrees to keep the existing image on the panel. Staff recommends editing text a bit so it follows our new messaging about Cascade Locks as a basecamp. Staff reminds the committee that the previous administrator recommended taking the existing kiosk panel down in January since Portland Spirit's ad is on the panel, so Staff has emailed businesses with the opportunity to advertise in that space. The space is still available at this time. Staff presents a quote from IGN for reprinting the panel. Cost for print and packaging is \$172. Staff will pick up the panel at IGN and deliver it to Certified Folder. At 6:56 PM, Vice Chair Fine motions to update the kiosk panel and have it printed at IGN for \$172. TM Troeger seconds the motion. All in favor. Motion is passed at 6:57 PM.

### B. Hood River County Map Ad Renewal

The committee reviews the existing Hood River City & County Map. Visit Hood River is updating the map for the first time since Covid. Staff presents the opportunity to renew the tourism ad on the full back panel for \$1560. At 7:01 PM, TM Thweatt motions to renew the full panel tourism ad on the Hood River map for \$1560. Vice Chair Fine seconds the motion. All in favor. Motion is approved.

### C. OSU Podcast Sustainable Tourism Lab :: Chair Kelly

Chair Kelly reports about Oregon State Professor, Todd Montgomery, who has studied tourism for many years and is now doing studies with Oregon State. The professor focuses on towns, including those who may be in a tourism upswing. He equates tourism with products. First, there's a ramp up discovery phase, followed by a ramp down phase where the town reinvents itself. He's basically doing a life cycle study of communities and how tourism impacts can be positive and/or negative. Questions such as: *who does tourism benefit*, and *how do you make tourism benefit more people*, are being asked. Chair Kelly reached out to the professor to engage and learn more and Professor Montgomery responded positively. Chair Kelly thought it might be interesting to converse with him about ways we might increase tourism and asks the committee if they're interested in talking with him and what they might want him to provide us. Chair Kelly doesn't think any cost is involved. The committee encourages Chair Kelly to find out more.

### D. Travel Oregon Advertising Opportunity

Travel Oregon Annual visitor magazine and online advertising. The committee decides to pass.

## 12. Upcoming events:

A. Community Night benefiting Cascade Locks Elementary PTO, Wednesday, January 18, 2022, 5-8pm, Thunder Island Brewing

B. FISH Food Bank, Wednesday, January 25, 1:30-3:30pm & Saturday, January 28, 11am-noon, City Hall Gym

13. Tourism Committee Member Reports

- A. Matt Kelly
- B. Debbie Fine
- C. Harry Troeger
- D. Val Stepanchuk

TM Stepanchuk reports that a public hearing for a conditional use permit will be held on January 12 at 7 PM at City Hall. The hearing will be about designating and rezoning the old Thunder Island space at the Port property. The vote is about allowing the building to be redesigned as a community center; where the Gorge Canoe Club will utilize the space for boat storage and a gym.

- E. Pamela Thweatt

TM Thweatt encourages members to stay informed and be involved locally.

14. Next Meeting Date & Time: February 6, 2023, 6 PM, Council Chambers

15. Adjournment: Chair Kelly adjourns the meeting at 7:38 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.