

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, February 3, 2020, 6:00 PM, City Council Chambers

1. Call Meeting to Order & Roll Call

*On January 6, 2020, Tourism Committee members gathered to meet but no quorum was present. Given that there was no new business to vote on, CA Zimmerman suggested the committee reconvene in February.

The February 3rd meeting was called to order by Chairman Fine at 6:00 PM. Attending: Chairman Debbie Fine, TM Cindilee Baseman, TM Mila Kickert and TM Cameron La Fleur. Also present City Administrator, Gordon Zimmerman, Tourism Support Staff, Annie Van Domelen, and Columbia Gorge Racing Association members, Bill Symes and Susan Winner.

2. Amendments to the Agenda

Chairman Fine requests Update on Quilt Block Trail brochures be added to Old Business, 10B.

3. Comments from General Public

Bill Symes introduces himself and shares that CGRA has been chosen to host the 2020 World Championship regatta of the new RS Aero class sailing dinghy, July 31-August 7. This will be the first time this international event will be held in America. The event is expected to attract upwards of 100 top sailors/competitors from around the world, plus their family members. The event promises to also attract a wide following in the international sailing community, as well as local spectators, press and local television coverage. CGRA wishes to live up to the expectations of this international event and produce a world class experience that will be unforgettable and one that encourages return tourism in the future. RS Aero dinghies are fairly new, but because of their advance design, they are likely to eventually replace the existing Lazur dinghies in the World Olympics. Sailing World magazine will be doing a feature story on the regatta. There will be an Opening Ceremony and Welcome Reception on August 1, a Mid-Week Regatta Dinner on Tuesday, August 4, and an Awards Ceremony on Friday, August 7. Susan Winner says CGRA has booked the bulk of the Marine Park for the entire week. Family members and friends of sailors will be looking for things to do all week. CGRA wants to involve the town and businesses as much as possible to help keep people in Cascade Locks. Chairman Fine suggests hiking and biking tours and Easy Climb bike rentals. CA Zimmerman suggests making an announcement to businesses so they can get involved and that businesses can reach out to Susan Winner or Tourism Staff Support. Susan suggests maybe an evening social/meet up location each day where something special is happening, as well as organized activities, especially on August 5 which is Reserve Day when the sailors have a day off. Example activities include: rafting, hiking tours, wine tour, biking (organizing bike rentals for all week is a great idea) and disc golf. CGRA will also be looking for beach volunteers (young people). Staff will send a blast out to businesses and chambers. Bill requests sponsorship, as their budget is around \$44k for 75-100 sailors. They're currently seeking \$15,000 in sponsorship and he shares some sponsor benefits. CA Zimmerman explains the subtleties of sponsorship for the Tourism Committee. Susan suggests a presentation from the City and presence of local government at the Welcoming event. As well as the Tourism Committee setting up a table during the week with handouts and local information. CA Zimmerman suggests CGRA fill out a grant application.

4. Discussion/Declaration of Potential Conflicts of Interest

None

5. Approval of Minutes Presented: November 18, 2019

*Correction: November 18 Minutes: New committee member's name is Laura Tils (not Julie Tils). At 6:43 PM, TM Baseman motions approval of November 18 Minutes, TM Cameron La Fleur seconds. Motion Approved.

6. Approval of Financials

None

7. Approval of Bills

None

8. Staff Report

Chairman Fine reports that we have 5.5 brochure boxes remaining, so it's time to reorder. Committee members discuss the amount for the CGRA grant offer and majority agrees to \$5,000. CA Zimmerman agrees to take the grant, once received, to City Council for approval. Staff reports that she will contact Jan McCarten at the Port to see if they want to share our PCT booth because Staff has received a request from Tracey Tomashpol, a board member for FISH, who is interested in sharing our booth at the event for one day. Staff shares that Outdoors NW Spring Issue will be featuring a story about Bernadette and the PCT Trail. Staff shares advertising costs. CA Zimmerman suggests we maximize dollars by advertising in the Fall to encourage tourism during slower months. Plus the story itself will bring attention to Cascade Locks. The committee agrees.

9. Port Report

None

10. Old Business

A. Budget/Ledger Categories

CA Zimmerman suggests we leave ledger categories as-is so we don't lose history. The committee agrees.

B. Update on Quilt Block Trail Brochures

As reported previously, Staff gave all Quilt Block brochures to Joanne Wittenberg. Joanne will contact Staff when it's time for reprinting. At that time, Staff will contact Jan McCarten at the Port to see if they can go in on costs to reorder the brochures.

11. New Business

A. Vote on Committee Chair and Vice Chair positions

Chairman Fine opens vote for new Tourism Committee Chair position. At 7:10 PM, TM Kickert motions to make Cameron La Fleur the new Committee Chair Person and TM Baseman seconds. Motion carried. CA Zimmerman suggests the committee might want to wait until the entire Committee is present to vote on the Vice Chair position. Chairman Fine agrees to be the Interim Vice Chair. Cameron La Fleur will take over the Chair position at the next meeting.

12. Upcoming events:

A. Strong Person Exercise Group: Mondays & Wednesdays in February, 10-11 AM

13. Tourism Committee Member Reports

A. Debbie Fine

B. Cameron La Fleur

C. Cindilee Baseman

D. Barbie Daniel

E. Mila Kickert

14. Next Meeting Date & Time: Monday, March 9, 2020 at 6 PM in City Hall Downstairs Meeting Room

15. Adjournment: Chairman Fine adjourned the meeting at 7:16 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.