

# CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, March 9, 2020, 6:00 PM, City Council Chambers

## 1. Call Meeting to Order & Roll Call

The meeting was called to order by Chairman LaFleur at 6:07 PM. Attending: Vice Chair Debbie Fine, TM Cindilee Baseman and TM Mila Kickert. Also present City Administrator, Gordon Zimmerman, Tourism Support Staff, Annie Van Domelen. Visitors present included Jeff Caldwell, Janice Crane from the Cascade Locks Historical Museum, and Port of Cascade Locks members: Jan McCarten, Events Coordinator and Olga Kaganova, Port General Manager.

## 2. Amendments to the Agenda

Vote needed regarding renewal of the back panel ad on the Hood River Map for \$1200. Request was made to update the image from the monument to a different image. Staff will send proofs to the committee for feedback. At 6:30 PM, Vice Chair Fine motions for approval and Chairman LaFleur seconds the motion. All in favor. Aye. Motion carried.

## 3. Comments from General Public

CA Zimmerman explains why Sherri McMillan from Why Racing was not in attendance at the tourism meeting, as scheduled on the Agenda. There were meetings held in Cascade Locks earlier in the day as Sherri McMillan, members of Cascade Locks and interested parties worked through specific plans and needs in order to hold the 2021 Pacific Crest Endurance Sports Festival in Cascade Locks next year. It's undecided at this time whether or not that will be logistically feasible. There was talk of a smaller racing event potentially being held in Cascade Locks in April 2021 instead. Jan McCarten shares that they're still looking at the challenges and waiting to see what ODOT has to say. Olga reports that she was in attendance at the earlier meetings and how she looks forward to collaborating with Stevenson on future events and wants Cascade Locks to continue to be on Sherri's radar for future Why Racing events. Jeff Caldwell was also in attendance at the earlier meetings and wants to be involved if the racing event moves forward. Representing the Cascade Locks Historical Museum, Janice Crane updates the committee with news that the museum will be opening March 23rd for Spring break and plans to stay open through Halloween. The new hours will be 11 a.m.-4 p.m. and the museum will be closed on Tuesdays and Wednesdays.

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

None

## 5. Approval of Minutes Presented: February 3, 2020

At 6:21 PM, Vice Chair Fine motions approval of February 3 Minutes, TM Kickert seconds. Motion approved.

## 6. Approval of Financials

A. Approval to reorder Cascade Locks Tourism brochures; order totaling no more than \$2500. Vice Chair Fine requests changing the cover if it's the monument. Staff will communicate with the committee and run the cover comps by them in digital form if it needs redesigning. At 6:27 PM, Vice Chair Fine motions for approval and Chairman LaFleur seconds the motion. All in favor. Aye. Motion carried.

## 7. Approval of Bills

A. Certified Folder Distribution Renewal to distribute brochures for one year for \$1534.46. Staff shares that Certified Folder suggests the committee might want to increase distribution farther east, such as Idaho, since a lot of tourists head west from that location and it would be advantageous for tourists to pick up our information at that point. Since the committee is currently working on the tourism budget, it's decided to wait since it would be an additional \$600. TM Kickert motions for approval for a one year renewal at \$1534.46 at 6:32 PM. TM Baseman seconds the motion. Motion carried.

B. PCT Days Grant. PCT Days \$2500 grant request is reviewed with CA Zimmerman. \$2167 is the total for all marketing and promotion shown on the budget provided. At 6:38 PM, Chairman LaFleur motions to approve the PCT Grant for \$2167. TM Kickert seconds the motion. All in favor. Aye. Motion carried.

#### 8. Staff Report

A. Staff presents Cascade Locks co-op page for Columbia River Gorge magazine for committee approval and suggestions. Staff will send digital proofs for the committee to provide feedback this week.

B. Staff updates committee on the PCT monument. The monument is noticeably cracked. Committee would like to see if it can be fixed and/or protected from further damage. Staff reports communicating with Bernadette Murray, who said that Joe Nolin would be the contact person. She also shared that the tree was cut down on the Nolin's property and it is Black Locust. Staff went online to look up Black Locust wood and found it is one of the toughest and most durable woods as long as it is kiln dried. Given this was on private property, we have to assume that was not the case. Staff will wait to talk with Bernadette again before contacting Joe Nolin to see if there's anything that can be done. Vice Chair Fine says the committee did not pay for the wood but bought the the Nolin's a saw so they could build the monument.

#### 9. Port Report

Jan McCarten passes out confirmed Port events. All events from the past will be coming back. Jan reviews some of the events including Pacific Crest Trails College at the end of April, where the PCT Association teaches attendees skills such as learning to build bridges and more complex trail fixes. Jan mentions CGRA hosting the international sailing event. Plus the Port has 30 weddings scheduled, which is up from last year. And then there's the Why Racing event that was discussed earlier. Jan suspects, as Gordon does, that the event is too large to be held in Cascade Locks but hasn't given up on the possibility. She loves the idea of a Why Racing event during the slower/shoulder season, such as the one discussed for April 2021. In fact, increasing activity during the shoulder season is a big focus for the Port. Staff asks about PCT Days and Jan believes the Port would like to share the Tourism booth during that event. Chairman LaFleur asks Jan about the Cyclocross Crusade event, which includes a series of races to qualify prior to the start of the event in October. Chairman LaFleur mentions his interest in a Halloween event and Jan tells him that Janice Crane is planning a Halloween event at the museum.

#### 10. Old Business

A. Gathering of the Nations. Chairman LaFleur shares his enthusiasm for reviving Gathering of the Nations in Cascade Locks. In the past, it's been held in the fall, so having an event during that time frame would be great. Contacts to help get the event going again were shared and discussed. Suggestions included Sara Patrick, Buck Jones, possibly a representative from each tribe, Debra Lorang and Janice Crane.

#### 11. New Business

A. Review 20-21 Budget. Basic review of the budgetary work done by Chairman LaFleur, Vice Chair Fine and Staff were shared. Staff let committee members know this was an ongoing project and invited members to provide input. Staff is scheduled to meet with Marianne on Wednesday, March 11 to review budget with the goal to figure out what the beginning balance will be for 20-21. TM Baseman asks if there's money for swag for PCT included in the budget. Staff shares that will come out of Tourism Support. Last year's budget was \$38,000 for Tourism Support and the goal is to keep it the same since all advertising, printing costs, grants, swag and design work comes out of that account.

B. Review remaining funds for 19-20 Budget. This is still in process. The committee reviews existing swag. There are two boxes of the water bottles remaining. The bags from last year were a big hit and some ideas for this year were shared. Vice Chair Fine suggests it's better to have two or three nice things rather than 10 low cost items and the committee agrees.

- C. Preview thoughts on Halloween activity. CA Zimmerman reminds the committee of the guidelines and the tourism committee's goal to generate overnight stays and attract visitors who travel more than 50 miles to Cascade Locks. The committee agrees that might be difficult to do for Halloween and there's some consideration of contacting Janice Crane at the museum to see if the committee might be involved in their Halloween event.

12. Upcoming events:

- A. Community Yoga at Cascade Locks School: Saturdays, March 14, 21 and 28, 8-9 AM

13. Tourism Committee Member Reports

- A. Debbie Fine. Vice Chair Fine shares information that Norm, from Pacific Crest Imprint, dropped off earlier. This is an advertising opportunity to place an ad in the Skamania Lodge Guest Directory magazine. Last year, the committee placed a full page ad in the publication. At 7:29 PM, Vice Chair Fine motions to place a full page ad in the magazine for \$1740. TM Baseman seconds the motion. All in favor. Aye. Motion carried.
- B. Cameron La Fleur
- C. Cindilee Baseman. TM Baseman reminds members that she will not be available at the next scheduled meeting. The committee plans to either move the meeting date or communicate with TM Daniel to see if she's available so there will be a quorum. CA Zimmerman confirms that the new committee member who was approved by City Council, but who never responded or attended a meeting, was removed. He also has not seen a grant come in from CGRA as yet. Staff will reach out to Susan Winner at CGRA. TM Baseman asks about the website and CA Zimmerman shares that the server has been down for 2-3 weeks, creating a delay in completion of the site.
- D. Barbie Daniel
- E. Mila Kickert

14. Next Meeting Date & Time: Decision now on hold due to Covid-19 closures and Stay At Home regulations.

15. Adjournment: Chairman LaFleur adjourned the meeting at 7:33 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.