

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Friday, March 3, 2023, 6:15 PM, Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chair Matt Kelly at 6:18 PM. Attending: Vice Chair Debbie Fine, TM Val Stepanchuk and TM Harry Troeger. Also present, CA Jordon Bennett, and Tourism Support Staff, Annie Van Domelen.

2. Amendments to the Agenda

Add West Columbia Gorge Chamber membership under New Business: 11F
Add Mt. Adams Chamber of Commerce membership under Approval of Bills

3. Comments from General Public

Guest, Norm Bourque, announces he is giving Cascade Locks Tourism a free quarter page ad in the Skamania Lodge Guest Magazine. He thinks the committee is doing a great job, and he doesn't want anyone to think he's attending meetings to get us to buy an ad. He asks Staff to place the following on record: He appreciates the committee standing up with the law regarding beautification. He acknowledges our talented and diverse committee, and that our job is to get people from 50+ miles away to come to Cascade Locks for overnight lodging. He adds that he knows someone who is ready to request an audit if necessary. Chair Kelly thanks Norm for the free ad in the Skamania Lodge publication, which draws more people to Cascade Locks and helps local businesses.

4. Discussion/Declaration of Potential Conflicts of Interest

5. Approval of Minutes Presented: February 6, 2023

At 6:27 PM, Vice Chair Fine motions to approve February 6, 2023 minutes. TM Troeger seconds the motion. All in favor. Motion passed.

6. Approval of Financials

CA Bennett provides the committee with a print out of the Tourism Combined Detail Ledger: Period 07/22-current. It looks as expected and appears the city and committee should receive one more TLT payment this fiscal year. Vice Chair Fine suggests the Tourism Committee form a separate Budget Committee and possibly request someone from the City Budget Committee to be a member, at least initially, for guidance. As a timeline, CA Bennett says he'll be presenting the budget to City Council between mid-to-end of May, and he'll submit a budget for Tourism Committee review by first of April. Once it's agreed upon, he'll present it to City Council.

7. Approval of Bills

A. Vote :: Mt. Adams Chamber of Commerce Membership

The annual membership amount is \$85, which is the MACC non-profit rate. At 6:38 PM, TM Troeger motions to approve the bill for MACC membership at \$85. Vice Chair Fine seconds the motion. All in favor. Motion passed.

8. Staff Report

Scholarship paperwork for the Governor's Conference is turned in. Chair Kelly and TM Stepanchuk will get theirs to CA Bennett soon. CA Bennett agrees to pay for tickets in advance, and then the city will be reimbursed post-conference. A first draft of the Support Staff RFP is handed out to committee members for review and input. Members are asked to bring comments and/or edits to our next meeting. Travel Portland is opening a new Portland Visitor Center in downtown Portland early summer. Staff will contact Certified Folder for cost on adding the visitor center to brochure distribution. Staff reports Facebook success with an

image she took of Multnomah Falls. Scot Sullinger reported to Staff, while she was delivering the Flash Report, about the lack of visibility and safety due to street lights being out and an incident of an unknown person in one of their cabins. He suggests tourism has a photo contest, with winners receiving local discounts (such as \$25-\$50 off lodging) or a cash prize. The Gorge Tourism Summit, being held at the Columbia Gorge Discovery Center, has been rescheduled for May 3 from 8am-5pm. It was rescheduled due to inclement weather.

9. Port Report

10. Old Business

A. Review budget overview sheet

Everything looks as expected on the budget overview sheet.

B. Tourism committee vacancies

The committee has three available seats. It has already been posted on Facebook. Committee discusses potential new members.

11. New Business

A. Vote :: PCT Days grant request

Staff points out Jason Waicunas' letter of appreciation to Tourism; and the appreciation is reciprocated, as the grant is basically in trade for Cascade Locks Tourism to be a Headline Sponsor of PCT Days. Chair Kelly asks Staff to contact Jason to see if he can come to one of our meetings in the next couple months so that our new City Administrator, and any members of City Council and the community who are interested, can meet him. At 7:10 PM, Vice Chair Fine motions to approve the PCT Days Grant for \$2500 which will come out of next fiscal year's budget. And Jason will attend and present PCT Days at one of our meetings in the near future. TM Troeger seconds the motion. All in favor. Motion passed.

B. Vote :: Certified Folder distribution renewal

Certified Folder renewal is the same as last year and includes the Portland Airport, Columbia Gorge Area in Oregon and Washington and Mt. Hood Region. At 7:17 PM, TM Troeger motions to approve the annual renewal for Certified Folder for brochure distribution for \$1833.53. Vice Chair Fine seconds the motion. Motion passed.

C. Vote :: Cascade Locks Historical Museum grant request

Grant request is for distribution costs of newly branded materials. The committee converses about the rebranding not mentioning a visitor center, while Tourism has been contributing to a visitor center and its staff salary wage for years. Chair Kelly thinks it's a good idea to open a dialouge and invite Janice Crane to one of our meetings for an update, and hold off on voting for now.

D. Review Multnomah Falls Kiosk panel + Columbia River Gorge co-op spread

Committee reviews the Multnomah Falls kiosk panel proof. Staff will do a couple minor edits suggested by members and then send file to print. The committee will review a proof for the Columbia River Gorge co-op spread next meeting.

E. Chair Report

Chair Kelly shares his slide presentation for City Council with the committee. The entire committee stands behind and appreciates the presentation that Chair Kelly has spent time and effort in creating on the committee's behalf, and fully supports him presenting it to City Council. Chair Kelly will also reach out to Professor Montgomery at Oregon State and invite him to a future tourism meeting.

F. Vote :: West Columbia Gorge Chamber of Commerce membership

Staff presents renewing chamber membership at \$150 for one year. At 7:52 PM, TM Troeger motions to approve renewing the West Columbia Gorge Chamber of Commerce membership. TM Stepanchuk seconds the motion. All in favor. Motion passed.

12. Upcoming events:

- A. Gorge Waterfalls Run, Friday–Sunday, March 31–April 2, 2023, 100K, 50K and 30K trail running races, start and finish at Marine Park

The committee mentions getting the route of the run or contacting the producers of the event, and possibly figuring out a photo opp for the finale of the race.

13. Tourism Committee Member Reports

- A. Matt Kelly

Chair Kelly asks if we're in a position to vote "beautification" out of the Tourism Committee's title. CA Bennett says the committee can make the request to City Council.

- B. Debbie Fine

Vice Chair Fine expresses her appreciation to Chair Kelly for all that he's doing for the committee, and others chime in their appreciation as well.

- C. Harry Troeger

As a contractor, TM Troeger announces his contract ends June 30. Between now and then, nothing will probably happen since he doesn't want to work on the site until all the technical issues are resolved. He's concerned the site may break. Once things are fixed, he'd like to continue working on the site for free.

- D. Val Stepanchuk

TM Stepanchuk relays, after 79 years of the Annual Roy Webster Swim, it has been discontinued. Everyone is disappointed to hear the news. He also reports the Canoe Club, and paddling groups in the Gorge, are starting a Vortex Gorge Series. It's a three race series beginning early spring to mid-summer and the Gorge Canoe Club will host the first race on May 21st in Cascade Locks. The event will bring people from all around the Pacific NW and possibly California.

14. Next Meeting Date & Time: March 13, 2023 at 7 PM

15. Adjournment

Meeting adjourned at 8:15 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.