

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, April 1 , 2019 , 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call.

The meeting was called to order by Chairman Debbie Fine at 6:00 PM. Attending: Chairman Debbie Fine, Vice Chairman Cindilee Baseman, TM Barbie Daniel, and TM Steve Anderson. Also present Bernadette Murray, Tourism Support Staff, Gordon Zimmerman, City Administrator, Dave Jursik, John Purdy and Susan Winter of the CGRA, Jan McCartan and Paul Koch from the Port, and Lara Friesen.

2. Amendments to the Agenda.

None.

3. Comments from general public.

CGRA presented a request for a grant, presenting were Dave Jursik, Dave Purdy and Susan Winter. 1,500 to 2,000 people show up and spend time in town over the weekend. Sailing clinics, regatta bringing in people who are here for a week. Half of the events are for youth. Over the last several years they have worked to improve the experience. They have successfully, focused on amenities, and installed a camera with the help of a grant from Tourism. People can check in and see how busy the beach is. Their website also has a weather station. With the help of the port they paved the ramp. Running clinics. Open up current facility for teaching and instructional purposes and storage for fuel. Chairman asked if they cut back. Dave explained that there will be more events will run through June. There will be 50 people a night kids for the clinics. 90% of the people are from somewhere else. Their total ask for the facilities and advertising is \$4,000.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes.

Approval of January 10, 2019 minutes. TM Daniel motioned to approve, TM Anderson seconded. All in favor. Motion carried.

6. Approval of Financials.

None. Meeting will be held soon.

7. Approval of Bills

None.

8. Staff Report. Still working on getting Buck to a meeting for the First Nations Gathering. Sarah Patrick has expressed interest in participating. The Multnomah Falls Kiosk is a pick up and so we've saved the production cost. There have been a couple of podcasts. One was with the advanced english 6th graders from Carson Elementary. Staff was interviewed as was Shelley James and Jules Caldwell from CLAH. A second podcast interview will be a 30 minute podcast. Shirley Carr updated our distribution list. Oregon Travel Oregon had a FAM trip come through on March 23. Staff organized interviews with the CLAH, Son of Man and Thunder Island Brewing. We had our last ad in the Green Living Journal, finishing out a year long contract. We has a new event Columbia Cup Disc Golf, Eastern Addition. It will be on July 20, the same day as Gorge Pedal, but they should not collide. About 72 people will participate. There is another documentary being created by Ralph Bloemers, of Crag Law Center. Staff helped to coordinate interviews. She talked with Lizzie about being left out a lot. We lost our contact at WCGCC. Lizzie is trying to be more inclusive. Dana Hendricks told staff eagle Creek may open this year, if not by next. Bridges will be flown in. The PCTA Trail town program has been put on hold. We need to inventory the closet. We need to have a marketing meeting and do a media planning calendar. SOLV clean up will be on April 20. Gordon reported that the September 2 Co-

lumbia Gorge Swim will be moved from Hood River will be moved to Cascade Locks. Also he reported the trail between Lindsey Creek and Wyeth will be open during the end of July, the ribbon cutting is on August 3. The celebration will include educational stations. That will open the trail from Troutdale to Wyeth. He also reported that the monument will be moved as part of the Gorge Hub project.

9. Port Report.

Paul and Jan followed up on the CGRA report. Cascade Locks is in the top 5 small boat sailing venues in the world. The port of working on a 2019-2026 marketing strategy, and has been working hard to wean itself off of bridge tolls, with adding events and other events. They have a 15 year maintenance and preservation plan. Port commission approved significant enhancements. The pavilion has a new floor, new chairs, lighting, regular progression of enhancements. House 3 painted the inside, fixed the front porch. Painted the kitchen, redone the boardroom and brought up to meeting code standards. House 3 state of the art boardroom. 3 bathrooms and a kitchen. It can be used for meetings or weddings. It will available 300 days a year to and generate sufficient revenues. Increase revenue of the next 5 to 7 years to \$250,000. Finding businesses and organizations that want to create events. Business park is less of a scheduled facility. Renewal workshop needs 40,000 sq ft facility. Get large companies i.e. Nike, Columbia Sportswear, local rental fee. Get the word out TV, radio, and other ways. Pfriem is doing their expansion in early fall, and soon after Renewal Workshop will be moving to a new 40,000 sq. ft. facility. Jan has written almost 200 proposals for this year. She thanked us for our cooperation in advertising and support.

10. Old Business

- A. First Nations Gathering. Need to communicate with Buck. Sarah Patrick wants to be involved.
- B. Columbia Gorge Express. TM Anderson has been talking to people in town. The consensus is that the stop would be best in front of courthouse, reactivating the bus stop next to East Wind. Columbia Market doesn't want a kiosk in the parking lot blocking trucks. ODOT may be an issue. Have to get the CGE work with ODOT. What if CG Express is absorbed by CAT? Set back is 10 ft. from the curb. We will place a bus shelter and signage.
- C. Cutouts, still no word from Heather.
- D. 1859 Magazine co-op advertising. Consensus was to not participate.
- E. Oregon Governor's Conference. Chairman Fine, Vice Chairman Baseman, TM Anderson and Staff will attend.

11. New Business

- A. Brochures reprint. Add monument, add coffee shop, CGE, Son of Man. Motion to vote TM Daniel motioned to reprint brochures with edits not to exceed \$2,500 TM Anderson seconded. All in favor, aye.
- B. Outdoors NW. Motion to advertise on PCT Days. TM Daniel motioned that we move forward with a ½ page ad fro \$1,820. TM Baseman seconded the motion. All in favor, Aye.
- C. PCT Days Grant. TM Daniel motioned that we support PCT Days grant for \$2,500. TM Anderson seconded the motion all in favor, aye.
- D. Best Western Directory. B&W ad, TM Baseman motioned that for \$280 that we advertise our PCT Monument in the directory. Seconded by TM Anderson. All in favor.
- E. HR Chamber. TM Daniel motioned that we do the HR chamber map, seconded by TM Anderson. All in favor, aye.
- F. Skamania Lodge Full page. TM Daniel motioned that we move forward with a full page for \$1,740 with monument and TRT.
- G. CGRA grant. TM Baseman motioned that we approved the CGRA Grant request for \$4,000, seconded by TM Anderson. Motion carried All in favor, aye.

12. Upcoming events:

- A. PCTA Trail Skills College.
- B. Rainier Cup Sailing Race.
- C. City Wide Garage Sale.
- D. Sternwheeler Cruises start on May 1.

13. Tourism Committee Member Reports

- A. Debbie Fine. Thanked staff, and thanked Steve for putting in rust proof screws.
- B. Cindilee. Happy to be back.
- C. Barbie Daniel. None.
- D. Steve Anderson. Cascade Inn has changed hands.

14. Next Meeting Date & Time: Meeting Date & Time: Tuesday, May 6 2019, 6 PM at Council Chambers

15. Adjournment. Motion made by TM Daniel to adjourn the meeting. Motion seconded by TM Baseman. Chairman Fine adjourned the meeting at 7:40 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.