

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

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

1. Call Meeting to Order & Roll Call.

The meeting was called to order by Chairman Debbie Fine at 6:10 PM. Attending: Chairman Debbie Fine, Vice Chairman Cindilee Baseman, TM Barbie Daniel, and TM Steve Anderson. Also present Bernadette Murray, Tourism Support Staff, and community members Scott and Tammie Speigel.

2. Amendments to the Agenda.

RFP for Tourism Staff Support Contract.

3. Comments from general public.

Scott and Tammie bought a house in CL a year ago, and are interested in what is happening.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes.

Approval of April 1, 2019 minutes. TM Daniel motioned to approve, TM Anderson seconded. All in favor. Motion carried.

6. Approval of Financials.

Same as February's.

7. Approval of Bills

None.

8. Staff Report. Staff shared artwork for the Skamania Lodge Magazine full page. She discussed the proposed CFIT itineraries and maps support by Travel Oregon Grant. An email with edits will be sent. It needs to include more about what is available here in Cascade Locks. Staff discussed information that came from Dana Hendricks of the PCT about the potential of Eagle Creek opening. Trail crews are working at rebuilding the trail and bridges that will be flown in. Moss and vegetation that held rocks in place have been burned. The swim that has been traditionally held in Hood River will be moved to Cascade Locks. The date will be September 2. Brochures are being reprinted, and we are out. Edits have been made and files are being processed. We have an ad in Outdoors NW. Jason Waicunas from PCT Days was happy that we repeated the ad. There was also a two page article. Jason has already spent the money from the grant toward advertising. He wants to keep the festival at the same size. Perhaps it will be ticketed, but still free in the future to monitor the size of the gathering. We'll be building on what you did last year at our booth. We should actively start asking for prizes for our spin to win. We'll build on our photo booth with more signs and incitement. This is another Disc Golf Tournament coming up, Columbia Gorge Invitational Eastern, on July 20th. We need a list of the Air B&Bs. We have a 1/2 page B&W ad in the Best Western Directory, it is of the monument. Staff was contacted by Travel Oregon in regards to a FAM trip with a author writing about Resilience After the Fire. She arranged 9 interviews with bios over 3 days with Jessica Bennett of the CL Fire Department, Shelley James of CLAH, Terrie Brigham of Brigham Fish Market, Buck Jones of Tribal Fisheries, CL Mayor Tom Cramblett, Caroline Lipps of Thunder Island Brewing, Ralph Bloemers of Crag Law Center, Roberta Cobb of the PCTA. Staff shared information about an idea to built a website map driven where you can create an itinerary and use coupon and discount codes. It would route a map with directions, and let travelers estimate timing.

9. Port Report.

None.

10. Old Business

- A. Columbia Gorge Express. TM Anderson gave CGE bus stop update. Steve met with Valerie Egon and toured town. Showed her our existing bus stop and the new location, and another across the street by the Chinese Restaurant. Clean up the stop. Talked to ODOT and she's sees it as a good move. Make it a pilot program to see how it goes. Paving moved to next year. Collect names, and traffic counts. Sub committee will meet with city council. Take it to City Council on May 13. We need a shuttle..
- B. Oregon Governor's Conference. It was fun, and educational. Very productive. Made great connections with ODOT that allowed us to move the bus stop forward.
- C. HR Chamber Map. TM Daniel motioned that we reaffirm our phone vote. TM Anderson seconded the vote for \$1,200. We also reaffirmed our vote to re-up our HR Chamber Membership. All in favor, aye.

11. New Business

- A. Certified Folder. TM Daniel motioned that we reaffirm our phone vote to continue our current annual distribution for \$1,450.82. TM Baseman seconded the vote. 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.
- b. Gorge Guide half page. TM Daniel motioned that we reafirm the Gorge Guide for \$840, seconded by TM Anderson. All in favor, aye.
- D. PCT Days. Martha Lamont be at our booth with the food bank. We need more Coffee cups, bandannas, coasters. We decided to move the discussion for more ideas to a marketing meeting.
- E. We will meet on May 13 to inventory and clean the storage closet.
- F. RFP for Tourism Support Staff. RFP was shared for review.

12. Upcoming events:

- A. Sternwheeler is back in Cascade Locks!
- B. CGRA events
- C. Gem and Wellness Fair, May 28 to 30

13. Tourism Committee Member Reports

- A. Debbie Fine. Thanked staff, and to Steve for taking care of the bus stop.
- B. Cindilee. The Oregon Governor's Conference on Tourism was a wonderful experience.
- C. Barbie Daniel. None.
- D. Steve Anderson. Cascade Inn has changed hands.

14. Next Meeting Date & Time: Meeting Date & Time: Tuesday, June 3 2019, 6 PM at Council Chambers

- 15. Adjournment. Motion made by TM Baseman to adjourn the meeting. Motion seconded by TM Anderson. Chairman Fine adjourned the meeting at 7:25 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.

