

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, May 1, 2023, 6 PM, Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Vice Chair Debbie Fine at 6:03 PM. Attending: TM Harry Troeger, TM Pam Thweatt and TM Sophie Harbaugh. Attending via zoom, Chair Matt Kelly. Also present, CA Bennett and Tourism Support Staff, Annie Van Domelen.

2. Amendments to the Agenda

Add: 11B. New Ordinance Review; 11C. Vote on Web Ad; 11D. Gorge Canoe Club Inquiry

3. Comments from General Public

4. Discussion/Declaration of Potential Conflicts of Interest

5. Approval of Minutes Presented: April 17, 2023

At 6:08 PM, TM Thweatt motions to approve April 17, 2023 minutes. TM Troeger seconds the motion. All in favor. Motion passed.

6. Approval of Financials

A. Budget Review with CA Bennett

CA Bennett provides Tourism budget handouts displaying past years, current year and proposed budget for 2023-24. Chair Kelly asks if remaining balances may be carried over each year or if funds need to be fully spent. CA Bennett will check into it. Vice Chair Fine inquires about a reserve fund.

CA Bennett is unaware of a Tourism reserve fund, though the City has one. Staff inquires, if funds need to be spent each year, if that would start next year since there are only a couple months left in this fiscal year. CA Bennett believes so.

7. Approval of Bills

8. Staff Report

Staff opens up the conversation about the tourism website and TM Troeger's ideas. While TM Troeger reads Staff email, Chair Kelly asks if Staff has noticed any up-ticks in social media posts using hash tags. She responds positively. In regards to the website, TM Troeger suggests placing the tourism website on a hosting server (such as Go Daddy); so when there are site issues, TM Troeger can contact hosting support and rectify issues quickly for free, rather than requesting city tech support. Plus, the site would be up continuously and things such as power outages in town wouldn't affect it. TM Troeger will send recommendations and pricing options to CA Bennett. TM Troeger will also need to purchase the Elementor Pro Wordpress theme that the site is built on so he is able to perform theme updates. He will do all this as a volunteer. TM Troeger projects hosting at around \$100-\$125 per year and annual cost of theme at \$68.

9. Port Report

10. Old Business

A. Review :: RFP for Staff Support

Chair Kelly interjects design work should be included in the RFP; Vice Chair Fine and TM Thweatt agree. TM Troeger asks if there's a way to extend a contract in the future without having to post the position every 1-2 years. CA Bennett says they can do a 2-year evergreen contract. After the two year period, the contract automatically renews annually unless a party wants to opt out, which would require 30-day notice. CA Bennett will run the idea by the city's attorney. At 6:38 PM, TM Thweatt motions to approve the RFP for Staff Support and TM Troeger seconds the motion. All in favor. Motion passed.

B. Continue Photo Contest Discussion

The committee considers bumping the photo contest until next meeting when TM Stepanchuk is present. Chair Kelly suggests we place ideas on paper so we'll have a structure to work from next meeting. Staff realizes gift certificates might not be a good idea as contest prizes after speaking with one of the lodging businesses. Chair Kelly suggests making it a cash prize, and that appears to be the best solution at this time. There's an idea for a kid contest. TM Harbaugh suggests writing rules/terms and conditions.

CA Bennett agrees, including an agreement that any submitted photos (winner or not), are allowed to be used by Cascade Locks Tourism. Rules to be considered: who can participate, date limit, type of picture, prize, etc. CA Bennett will pass this by the attorney. Chair Kelly will share some notes.

11. New Business

A. Vote :: Media Visit/Video Opportunity/Joint Stipend for Travel Journalist/Broadcaster, Bill Clevlen

Staff reminds committee members of their conversation about travel journalist, Bill Clevlen, doing a video on Cascade Locks during his travels in the Gorge. Staff asks if everyone reviewed his videos and if the committee wants to move forward on the opportunity. Staff reached out to Bill and asked him if he could do the video at or below \$2500 and he agreed. TM Troeger thinks it would be great for tourism. At 6:53 PM, TM Troeger motions to approve contracting with Bill Clevlen to produce a tourism video of Cascade Locks for \$2500 or less. TM Thweatt seconds the motion. All in favor. Motion passed.

B. New Ordinance Review

CA Bennett shares a rough draft of the new ordinance for the tourism committee. The committee will review it and come to next meeting with suggestions and/or approval.

C. Vote :: Web Ad

Staff presents the opportunity to have a web ad on columbiagorgetomthood.com for \$400/year. The committee passes.

D. Vote :: Columbia Gorge Canoe Club Inquiry

Initially, TM Stepanchuk inquired if Tourism could provide a \$300 grant for advertising costs to print coasters that will be handed out to racers at the Vortex Gorge Series 1 Race that Gorge Canoe Club is hosting on Sunday, May 21. But Vice Chair Fine suggests doing a \$300 sponsorship for the event instead. Committee members agree. And Gorge Canoe Club agrees to have Tourism's sponsor information on any materials that still need printing and social media posts. At 7:18 PM, TM Troeger motions to provide Gorge Canoe Club with a sponsorship in the amount of \$300 in exchange for sponsor information applied as mentioned above. TM Harbaugh seconds the motion at 7:20 PM. All in favor. Motion passed.

12. Upcoming events:

A. Cinco de Mayo, Friday, May 5, Gorges Beer Co.

B. Gorge Canoe Club: Vortex Gorge Series 1, Sunday, May 21, 8am-2pm, Cascade Locks Marine Park

13. Tourism Committee Member Reports

A. Matt Kelly

Chair Kelly reports hearing back from the Oregon State professor, who studies sustainable tourism, and who made an offer to include Cascade Locks in his program. His previous study offer was \$5,000 per year. He has now offered doing the study at only \$2,000 per year for two years for a total \$4,000. It includes surveying the community, comparing and contrasting to other communities that are on the same curve as Cascade Locks. Chair Kelly fills Jordon in on what the study entails, how sustainable tourism is about going into communities that are going through change, like going from a timber town to a tourist town. And how to make sure all locals are brought along for the ride by assuring they are being

heard, taken care of and that livability is not lost in the process. Chair Kelly will send documentation to everyone to show what the money will buy us. Everyone can take a look and vote next meeting whether or not to move ahead.

B. Debbie Fine

Vice Chair Fine suggests committee members start thinking about what they want as giveaways at this year's PCT Days. Plan to come to the next meeting and share ideas. Vice Chair Fine is inquiring about locally made small wooden boxes or keychains. She'll reach out to the artist, see if they can present at next meeting and find out more information. Tote bags, hats and T-shirts at last year's event were all popular. Tourism will have a raffle again and Heather Soderberg-Greene has agreed to create a piece of art as the raffle gift again this year. TM Harbaugh suggests including locals in the giveaways as much as possible. Vice Chair Fine mentions the bronze work Heather had talked about donating (for a time) in downtown, then when the agreed time was up, a decision would be made whether to keep the artwork in place (possibly purchase it) or remove it. Staff will contact Heather and see if she's still interested. We should inquire about insurance costs and who would be responsible. Vice Chair Fine says there's a perfect spot for artwork to be placed by the courthouse. Staff will connect with Heather and see if she's interested in attending a meeting.

C. Harry Troeger

The garage sale weekend was a lot of fun, there were lots of people in town and the weather was great.

D. Val Stepanchuk

E. Pamela Thweatt

F. Sophie Harbaugh

TM Harbaugh suggests Tourism focus on biking and walking. She inquires about bike racks; there don't seem to be enough. TM Troeger thinks it's the responsibility of the businesses. TM Thweatt says there have been discussions about making a bike lane along Forest Lane and more mountain bike trails are being built. TM Harbaugh asks about parking in the city and learns everyone is fully aware more parking is needed and there are no clear answers. She also suggests more posting on Instagram, including the Flash Report. She asks if Staff can do an Instagram sized poster. She recommends a picture and social media plan. We'll have it on the next agenda to talk about further. She also mentions the possibility of a local currency which keeps money in town, creates more money flows and a more sustainable economy. She'll bring more information to the next meeting. Chair Kelly will take on connecting with ODOT and Bike Portland regarding more information and involvement in biking.

14. Next Meeting Date & Time: Monday, June 5, 2023, 6 PM, Council Chambers

15. Adjournment: Meeting adjourned at 7:50 PM

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons 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.

Public access to the meeting is available via Zoom. Remember *6 to mute/unmute your phone, *9 to raise your hand if you have a question or comment. By smart device on zoom.us, meeting code: **872 129 1324**, password: "citymeet" / By phone: **1-253-215-8782**, meeting # is **872-129-1324**, passcode: **17722174**