

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, June 3 , 2019 , 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call.

The meeting was called to order by Chairman Debbie Fine at 6:03 PM. Attending: Chairman Debbie Fine, Vice Chairman Steve Anderson, TM Cindilee Baseman, TM Barbie Daniel, and TM Sally Drew. Also present Bernadette Murray, Tourism Support Staff, and community members Tammie Spiegel and Joanne Wittenberg.

2. Amendments to the Agenda.

None.

3. Comments from general public.

Joanne Wittenberg wanted to know information about the Gathering of the First Nations. She said that the museum would be happy to be a part of their event. The committee is in communication with Buck Jones, and wants to making it happen.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes.

Approval of May 6, 2019 minutes. TM Daniel motioned to approve, TM Drew seconded. All in favor. Motion carried.

6. Approval of Financials.

TM Baseman motioned to approve financials from April 30, 2019. Vice Chairman Anderson seconded the motion. All in favor, aye. TM Daniel motioned to move 620.11 to account 62114 to cover the deficit.

7. Approval of Bills.

None.

8. Staff Report. Members of the committee went on the inaugural Big Foot Jet Boat Cruise. Staff shared photos with Aaron Greene of the Portland Spirit. Applications for the RFP have not been seen yet. Staff suggested to have marketing meeting for the next couple of months. The Oregon Historical Highway ribbon cutting event will be held on August 3. It would be good for the committee to get involved. With the opening of the route, people can ride their bike or walk from Troutdale to Lindsey Creek. There are a couple of new events coming up. One we have been working on for a while now, which is the Gorge Pedal that will be held on July 20th. Also on July 20th is a new event, the Columbia Cup Eastside Invitational Disc Golf Tournament. Staff has reached out to the organizer and has not heard back. We need to connect with the new staff at WCGCC, which is our DMO. The Mt. Hood-CRG magazine will not be published next year. Since we are not a chamber, we are not a DMO and fall under WCGCC. TO is doing a big map, and has already been meeting with the 5 DMOs. June 14th, Travel Oregon is having a training for front-line employees. Noon to 3PM at the HR Best Western. Attendees must sign up in advance. Staff will forward the email. It will be held in Hood River. TM Drew shared that she keeps a tourism table at the Farmer's Market, and shares information with the public. We need to get communication going with Buck Jones and moving forward on the Gathering of the First Nations. Signage for the bus stops to be addressed. Vice Chair Anderson reported that he is working on signs with Valerie Egon. Staff was contacted by 1859, it is a good publication to be in if we have money to spend on advertising, especially if they have news articles planned that are local. Discussion was held on things to do in winter, like the spelling bee or choir competition. Staff is working on the website, and hopes to have it done soon.

9. Port Report.

None.

10. Old Business

- A. Columbia Gorge Express. TM Anderson gave CGE bus stop update. Steve talked with Valerie Egon and Sheldon about signage. Discussion was held about the need for garbage cans in the area. If parking is a problem, TM Drew pointed out that the Cascade Development Association parking lot is not in use. Perhaps some signage could direct people to park there. Our pilot program has been approved through Labor Day. On June 15th the bus stops will move to their new location. CGE and CAT signage is needed. TM Daniel motioned that we purchase tear drops banners and paint to mark the location with a budget not to exceed \$1,200. The motion was seconded by TM Drew. All in favor, aye.
- B. RFP. No information. A meeting will be held sometime next week to go over applications.
- C. A marketing meeting for PCT Days was scheduled for June 13, at 6 PM in the downstairs meeting room.

11. New Business

- A. PCT Day Hike Brochure. TM Daniel motioned that we reaffirm the phone vote to participate at the cost of \$250. TM Anderson seconded the motion. All in favor, Aye.
- B. Outdoors NW feature banners. Discussion was held on running a feature banner. Outdoors NW has an on-line article featuring the Finding Big Foot Cruise. TM Daniel motioned that we run the banner for 2 months at the cost of \$325 per month for the total sum of \$625, if the billing could be deferred. TM Baseman seconded the motion. All in favor, aye.
- C. Shirley Carr contract. TM Baseman motioned that we renew Shirley's annual contract for the sum of \$2,500. TM Daniel seconded the motion. All in favor, aye.
- D. Vice Chairman position. TM Baseman suggested that TM Anderson might have more time to spend as Vice Chairman. TM Drew nominated TM Anderson to the Vice Chairman position. The motion was seconded by TM Baseman. All in favor, aye.

12. Upcoming events:

- A. Farmer's Market, every Sunday
- B. CGRA events
- C. Museum Membership. July 24, 7 PM at the pavilion

13. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Cindilee. None.
- C. Barbie Daniel. None.
- D. Steve Anderson. None.
- E. Sally Drew. The Farmer's Market is well attended and the new location brings more traffic.

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

15. Adjournment. Motion made by TM Drew to adjourn the meeting. Motion seconded by TM Baseman. Chairman Fine adjourned the meeting at 7:35 PM.