

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, July 10, 2023, 6 PM, Old Library

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chair Matt Kelly at 6:02 PM. Attending: Vice Chair Debbie Fine, TM Pam Thweatt, TM Sophie Harbaugh and TM Emily Seely. Also present, Jason Hennig of Rusted Ratchet Creations, Janice Crane from the Cascade Locks Historical Museum and Support Staff, Annie Van Domelen.

2. Amendments to the Agenda

3. Comments from General Public

Jason Hennig, owner of Rusted Ratchet Creations, presents a price sheet and items for committee members to consider for PCT Days. Items include a coin purse, magnetic closure wooden box and key chain. The committee thanks Jason and will discuss the options he's provided. Janice Crane doesn't have any comments, she's in attendance to answer questions regarding the RFP.

4. Discussion/Declaration of Potential Conflicts of Interest

5. Approval of Minutes Presented: June 26, 2023

At 6:19 PM, TM Thweatt motions to approve the June 26, 2023 minutes. Vice Chair Fine seconds the motion. All in favor. Motion passed.

6. Approval of Financials

7. Approval of Bills

8. Staff Report

TM Seely reports about Info Center signage. She suggests a sign be placed on I-84 heading west. And reports there's only one sign heading east on I-84. She confirms there is an Info Center sign on WaNaPa that points down Portage Road. Janice Crane talks about the different visitor center signs and how they are posted by varying government entities. TM Seely points out how small the Visitor Information sign is that's displayed in the museum window, then shares about going into the museum and speaking with Kristen who said the museum gets a mixed group of people who come in for brochures. TM Seely suggests tourism get a large wooden sign pointing toward the museum. Janice Crane says one needs permission from code enforcement for signs. Staff suggests the easiest way to put up a Visitor Info sign would be to replace a wood plank where the existing signs are located at the base of Portage Road, or adding Visitor Info to the existing museum wood plank sign, considering new businesses will eventually open and take the space of the outdated existing wooden planks. Staff was informed by the Port that she needs to talk to Jeremiah Blue about it. Chair Kelly suggests approaching the Port. TM Seely asks Janice Crane about the different signage and rules. Janice Crane explains ODOT does the big brown park signs and the large blue signs that have business logos on them and those go through the Travel Information Council, which is a separate state organization. Janice Crane will send contact info for the Travel Information Council to Staff. TM Harbaugh inquires about the information center moving its location. Janice Crane believes that's in reference to the offer the museum put in on a building and property that hasn't received a response, so it's unlikely the museum will move any time soon. In the meantime, Vice Chair Fine suggests placing a temporary, removable sign at the top of Portage Road. Janice Crane recommends talking to Kathy Woosley at City Hall about it.

9. Port Report

10. Old Business

A. New Ordinance :: Chair Kelly + TM Thweatt

TM Thweatt suggests creating a timeline for the ordinance to be completed. Chair Kelly asks Staff to bring copies of the new ordinance to the next meeting. Staff will do so and will also email Chair Kelly a digital PDF. TM Seely asks why beautification is being removed and Chair Kelly explains it's caused some confusion about what tourism can and cannot do with TLT funds. Janice Crane says arts and culture is the fourth biggest driver of tourism in the region. TM Seely thinks TM Stepanchuk's idea about creating an indigenous cultural event is a great idea. TM Thweatt spoke with someone about the idea and was told having a cultural event like this is inter-tribal, since each tribe has their own rituals and schedules, and suggests calling the event a gathering. The committee agrees an ideal time to have the event would be in the spring or early fall during a salmon run (for example). Which is also a quieter time of year in Cascade Locks. Chair Kelly will connect with a tribal elder he knows to inquire and gather information. Committee members agree TM Stepanchuk is wonderful at bringing people together and making events happen. He may be able to connect with someone. Staff will connect with Buck Jones. The committee considers options like sponsorship or grants to support the event. Janice Crane mentions a Pow Wow booklet that supplies a good list for connections and also mentions the Festival of Nations. Vice Chair Fine says the Festival of Nations included all nations; from dance to food, and suggests the event ended because it was held at a time when the weather was too unpredictable (rainy), so people stopped attending. Chair Kelly brings the committee back to editing the ordinance and it appears everyone agrees to remove beautification. Staff asks if the committee wants to choose a deadline to complete edits on the ordinance. Chair Kelly thinks September would be a good time to attend another Council meeting, so September is the chosen deadline. Staff will place the New Ordinance Review on the next Tourism agenda. TM Seely suggests doing more research and reaching out to contacts, and agrees to take that on; and suggests we continue the conversation since it's something tourism might help create and support for next year.

B. PCT Days Swag Orders

At 7:19 PM, Vice Chair Fine motions to approve swag order #2 for up to \$2500. TM Seely seconds the motion. Motion passed. *Approved items in swag order #2 include, but are not limited to: 50 key chains and 25 square wooden boxes by Rusted Ratchet Creations and Columbia Graphics second swag order.

C. Finalize Orders for Postcards + Stickers

Staff provides update regarding Columbia Graphics. Staff was able to make contact after the last tourism meeting to find out there was a serious illness in his family. Staff received some swag info today but it arrived too late to bring to the meeting, so Staff will share that with the committee through email. Staff presents T-shirt proofs with choices of artwork; the majority choose the more organic looking design. TM Seely suggests placing a small tourism logo on the upper back of the T-shirt. Great idea and well received. Staff presents oval sticker proofs and the committee chooses their two favorite stickers to print with thick black borders. Staff then presents two postcards. The images are approved by the committee. Chair Kelly likes the "Visit Cascade Locks" text on the front of one of the postcards and requests seeing it on the Dry Creek Falls postcard as well. For a third postcard, Staff suggests the Bridge of the Gods and will present that proof via email. TM Thweatt shows a beautiful card by Debora Lorang and will ask if she has cards Tourism may purchase as giveaway gifts since the committee is interested.

11. New Business

A. Vote :: RFP for Support Staff

Chair Kelly recognizes that two committee members are not present at the meeting; and that both candidates for the position are present: being current Support Staff, Annie Van Domelen and Janice Crane. Members of the committee express their inability to open files that Staff sent to CA Bennett, which he forwarded to committee members. Chair Kelly thinks the best thing to do, given all circumstances, is to let City Council know that the committee was unable to vote on the RFP at tonight's meeting and they will vote at the next meeting when all members are present and have the chance to review candidate information.

12. Upcoming events:

A. Pony Party, Saturday, July 22, 10am–3pm, Cascade Locks Historical Museum at Marine Park

B. Columbia Gorge Racing Assoc., Wind Clinics, Regattas & Championships throughout the month of July

13. Tourism Committee Member Reports

A. Matt Kelly

B. Debbie Fine

C. Harry Troeger

D. Val Stepanchuk

E. Pamela Thweatt

F. Sophie Harbaugh

Sophie asks about Instagram and the photo contest. She's heard a lot of good things about Sternwheeler Days and thinks it would be good to work on starting a family-oriented festival. Chair Kelly suggests maybe tourism can target their new event as a combination Portage Days Festival and Festival of the Nations. TM Harbaugh really likes the idea of creating an event with kids and family in mind.

G. Emily Seely

TM Seely suggests doing a winter lights festival on Thunder Island.

14. Next Meeting Date & Time: Monday, August 7, 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**