

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, August 5, 2019, 6:00 PM, City Council Chambers

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chairman Fine at 6 PM. Attending: Chairman Debbie Fine, TM Cindilee Baseman, TM Barbie Daniel and TM Sally Drew. Also present City Administrator, Gordon Zimmerman; Financial Officer, Marianne Bump; Tourism Support Staff, Annie Van Domelen; and community members JoAnn Wittenberg and Shirley Carr.

2. Amendments to the Agenda

Chairman Fine amends Agenda, moving “New Business-11A” to “Approval of Financials-6B.”

3. Comments from General Public

JoAnn, Museum Board Representative to JWGED Advisory Committee, passed out Magical Mystery Tour handouts and Cascade Locks Interpretive Center postcards with artwork of the new Interpretive Center. JoAnn reports their last meeting was well attended and welcomed Tourism Committee members to attend meetings which are held on the fourth Thursday of the month. Chairman Fine recognized Shirley, the contractor who delivers tourism brochures. Shirley waits to address brochures until later in the Agenda.

4. Discussion/Declaration of Potential Conflicts of Interest

None

5. Approval of Minutes Presented: July 8, 2019

Staff forgot to print out July 8, 2019 Meeting Minutes for approval. Since there were no bills to approve during the last meeting, CA Zimmerman suggests bringing the minutes to the next scheduled Tourism Committee Meeting for approval.

6. Approval of Financials

A. CA Zimmerman explains the Financial Report which was distributed to committee members and staff. He points out last year’s budget went over by \$181.52. Chairman Fine intends to start a workshop so the committee can choose where money will be spent on advertising in advance. CA Zimmerman recommends increased usage of social media in order to reach target markets and being more selective regarding print advertising.

B. Chairman Fine asks FO Bump about tourism expenditures and they are explained as follows: Travel & Training (governor’s conference); Postage; Utilities (web hosting); Contract Service Audit and TRT Audit; Contract Service Brochure Distribution (Shirley); Contract Service Misc. (grants and marketing support); Dues, Publications, Notices (chamber dues); Tourism Support (Support Staff, design, swag, printing and advertising). CA Zimmerman confirms that this year’s budget is available.

7. Approval of Bills

None.

8. Staff Report

Staff provides a volunteer sign up sheet to Chairman Fine for PCT Days and reports on set up and volunteer times. Staff reports on Gorge Pedal’s success and stats, then updates the committee on the PCT swag order. Chairman Fine suggests ordering ten hats for committee members who are staffing the booth at PCT Days. TM Drew motions an order be placed for ten hats. TM Baseman seconds the motion. All in favor. Aye. Motion carried. Staff communicates advertising opportunity with OutdoorsNW. Consensus is to decline. Staff reports that the Port of Cascade Locks will be sharing the tourism booth at PCT Days and informs the committee of the Airbnb giveaway offered by TM Kickert’s partner. Consensus is to decline.

9. Port Report

None

10. Old Business

A. Brochures: Decisions on whether to update and when to reorder

Shirley Carr reports there are only three remaining boxes of brochures and asks for input as to where they should be delivered. Staff will contact Bernadette to get brochure files, contacts and information so that we can move forward and order more brochures. When ordering brochures, Staff should request smaller boxes that hold around 650 brochures with a weight of approximately 25 lbs. CA Zimmerman recommends keeping brochure orders to less than \$2500. TM Daniels motions that we order brochures with a cost of no more than \$2500. TM Drew seconds the motion. All in favor. Aye. Motion carried.

B. OTIS [Oregon Travel Information System] Training update

Staff reports that training is Tuesday, August 6, 2019

C. PCT Days: Volunteer schedule

Schedule provided to Chairman Fine

D. Swag: Decide whether to revote for additional funds for PCT

Committee chooses not to vote for more funds

E. 1889 Ad: Reaffirm vote

TM Baseman motions to approve 1889 ad. TM Drew seconds the motion. All in favor. Aye. Motion carried.

11. New Business

A. Tourism & Advertising Budget: FO Bump will be in attendance to help inform committee: *See 6-B

B. Sponsorship: Farmers Market

CA Zimmerman explains how State sponsorship funds can be used. The City can support marketing that brings people from more than 50 miles away and overnight stays. TM Drew states they've started tracking visitors' locations and CA Zimmerman suggests using zip code information. CA Zimmerman recommends TM Drew reach out to the City Council for support.

C. Committee Vision Statement & Focus

Chairman Fine suggests the committee revise and update their vision statement and focus on the Visitors Center as main priority. Meeting will include members making decisions regarding advertising as well. First meeting is set for Thursday, September 19, 2019 at 6 PM in the Old Library.

12. Upcoming events:

A. Bridge of the Gods 10k & Half Marathon: Sunday, August 11, 2019

B. PCT Days: Friday-Saturday (Sunday tear down), August 16-18, 2019

13. Tourism Committee Member Reports

A. Debbie Fine. Chairman Fine provides copies of contact information for committee members and staff and updates the committee regarding the Historic Highway Grand Opening.

B. Steve Anderson

C. Cindilee Baseman

D. Barbie Daniel

E. Sally Drew. TM Drew reports that the market went very well over the weekend. However, the shuttle bus left early and several people were left behind waiting with no transport services. But TM Drew said the service is being used a lot and they're seeing a large variety of people — both national and international visitors. TM Drew also reports that she's giving out a lot of brochures, stickers and other local information. Staff inquires whether or not banners should be ordered for the bus stop. Upon request, Staff will research whether money was approved for banners in the past three months. Chairman Fine shares that the shuttle is a pilot project so having signs made may not make sense. CA Zimmerman reports that ODOT will be paying for bus stop striping and signage in Spring 2020. So, the decision was made not to move forward with ordering bus stop signs.

F. Mila Kickert

14. Next Meeting Date & Time: Monday, September 9, 2019 at 6 PM in the Old Library

15. Adjournment: Chairman Fine adjourned the meeting at 7:34 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.