

CITY of CASCADE LOCKS — Tourism Committee Meeting

TOURISM COMMITTEE MEETING, Monday, August 6, 2018 , 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Debbie Fine at 6:00 PM. Attending: Chairman Fine, Vice Chairman Baseman, TM Daniel, TM Seaman and TM Anderson. Also present, Bernadette Murray, Tourism Support Staff and Paul Koch, Port Manager.

2. Amendments to the Agenda.

None.

3. Comments from general public.

None.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes.

Approval of July 2, 2018 minutes. TM Daniel motioned to approve, TM Anderson seconded. All in favor.

6. Approval of Financials.

None.

7. Approval of Bills

None.

8. Staff Report.

Staff reported that Jan at the Port confirmed that the ad tourism placed in Willamette Week for weddings has been effective. Facebook advertising has been very successful. The Meet the neighbors campaign received 24k hits. Numbers of International Travelers are growing, we need to reach out via digital media, IE. Travel websites. Staff showed half page ad for Skamania Lodge Magazine that features TRT Lodging businesses. The schedule for PCT Days was passed around for sign-up. Staff talked about the status of the monuments, the old and the new. The old monument has been removed to nearby the Canada Border. We will do a selfie booth, rather than one that needs someone to take the photos. People will tag themselves as in Cascade Locks. Postcards ordered, and en route. Debbie will have Brandon make a post box, we'll collect and mail the postcards. Design for the spin-to-win bike was shared, it will look wonderful. We are collecting prizes, and have some good ones so far. We need to pick up prizes and literature. The dedication will be at 10 AM on Sunday, because the hikers are leaving town by then, the breakfast is 7 to 9 AM. Our Mayor, someone for the Friends of the Gorge, and Dana from the PCTA will speak. Bandanas have been ordered. Stickers have been ordered. 50+ vendors will be present, our booth will be next to the PCTA. Staff had to go through approval with the USFS and sign paperwork that guidelines would be adhered to. The 50th Anniversary Service Marker will have to be manufactured, 6 will be ordered to have extras in case of theft. Brad Lorang will make the time capsule, one of the service markers will be on the time capsule. Joe and Sheldon are in communication about the placement of the monument. We ordered 2 tear drop banners that can be used for any event. We need literature racks and other supplies, such as pens and a log book. Bring camp chairs. Press release still needs to go out.

9. Port Report. Port Manager, Paul Koch.

Paul reported on the proposal for creating a magazine. 15k will be printed. Asked the publishers to bid on a Winter Publication. His proposal is intended to bring people to town during low season. Creating a system to measure the impact. Magazine with coupons for tracking. Target cities are the Tricities and Portland. Capture

pass through traffic. Promote new businesses. Opportunity to buy up to a larger ad. December 31st to March 19th. End of Season to evaluate. Asking the Tourism Committee for \$7,000.00, if not \$7,000.00 then some other amount. Other things to report, the Port Commission has allocated \$135k to improve the area near the industrial park, build parking and improve trail.

10. Old Business

- A. PCT Booth schedule, manning the booth, setting up and tearing down. Swag all ordered and on its way.
- B. Monument Installation and Production. Monument to arrive on the truck. Dedication program and speakers are set. Press releases are going out. TM Daniel motioned that we pay up to \$450 to Joe Nolin for his out of pocket expenses. TM Baseman seconded the motion. All in favor, aye.
- C. Quilt block trail brochures. Vote on grant application. Bridge of the Gods Quilters. \$1,000 for brochures. Remind them about PCT Days. TM Baseman motioned that the tourism committee allow \$1k for the brochure. TM Daniel seconded it. All in favor, aye

11. New Business

- A. Green Living ad, to feature Bridge of the Goddess Run and the Gambler 500.
- C. Columbia Gorge Express. Papers are needed to be signed to move the bus stop into town.

12. Upcoming events:

- A. PCT Days, August 17 to 19
- B. Movie in the Park
- C. Bridge of the Gods Run, August 12
- D. Sailing events throughout the month

13. Tourism Committee Member Reports

- A. Debbie Fine. Reported on going to the to the meetings for the Pony. Really good plan, and very interesting. In the phase of designing at the site. Building in a venue. Next phase is fund raising, around \$4 million needs to be raised.
- B. Cindilee. None.
- C. Barbie Daniel. None.
- D. Steve Anderson. None.
- E. Sherry Seaman. None.

13. Next Meeting Date & Time: Meeting Date & Time: Tuesday, September 4, 2018, 6 PM at Council Chambers
Next Meeting Date & Time: Marketing Meeting Date & Time: Thursday, August 16, 2018, 6 PM at Overlook Park.

14. Adjournment. Motion made by TM Baseman to adjourn the meeting. Motion seconded by TM Seaman. Chairman Fine adjourned the meeting at 8:00 PM.