

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, September 9, 2019, 6:00 PM, City, Old Library

1. Call Meeting to Order & Roll Call

The meeting was called to order by Chairman Fine at 6:03 PM. Attending: Chairman Debbie Fine, TM Cindilee Baseman, TM Barbie Daniel and TM Mila Kickert. Also present Tourism Support Staff, Annie Van Domelen; and community members Randy Hager and Susan Place.

2. Amendments to the Agenda

None

3. Comments from General Public

Randy Hager made a presentation on plans for constructing a Bell Tower potentially in Cascade Locks. He brought plans, handouts and a model of the tower. Chairman Fine gave Randy a grant application. Susan Place, from the Bridge of the Gods magazine, passed out media kit information for advertising in this year's edition. She also mentioned the Green Living Journal as an opportunity that reaches Portland.

4. Discussion/Declaration of Potential Conflicts of Interest

None

5. Approval of Minutes

Approval of July 8, 2019 and August 5, 2019 minutes. At 6:37 PM, TM Daniels motioned to approve and TM Baseman seconded the motion. All in favor. Motion carried.

6. Approval of Financials

None. We will bring budgeting information to the next meeting.

7. Approval of Bills

None

8. Staff Report

Staff reports to Committee about the CAT meeting in Cascade Locks on Thursday, 9/12, in the event they'd like to attend. Staff also reports about expansion of bus services for 2020.

9. Port Report

None

10. Old Business

A. Update on Tourism Brochures

Brochures have been updated and sent to print. Staff expects to receive a proof to sign off on 9/10. The Committee will be receiving 14,500 brochures. They'll be shipped in 35# cartons, with a total expense of \$2491.62, which includes shipping to the City. Committee members agree boxes should only weigh 25#. Staff will call the printer contact person to verify the box shipment size is correct.

B. Prior Funds Approved for Bus Stop Tear Drop Banners

Staff reports funds were approved for Tear Drop Banners at the Monday, June 3, 2019 Tourism Committee Meeting for an expense up to \$1200. Committee considers whether or not to order banners since they've been approved but no decision is made.

11. New Business

A. Quilt Block Trail Brochures

Chairman Fine explains the Tourism Committee has previously paid for printing of the Quilt Block Trail brochures. Last time the subject was brought up at a meeting, the Committee didn't think they wanted to fund the entire project at next reprint, but might agree to fund a portion of it. This subject is coming up because Certified Folder contacted Staff that Travel Oregon would love to have the brochures at the Welcome Center in downtown Portland. The boxes we have remaining might be enough to last Travel Oregon for a year; however, it would cost \$50/month (or \$552/year), for them to be distributed. The Committee considers possibly donating the remaining boxes if the Port would like to fund distribution costs. TM Daniel shares that the Tourism Committee has already paid for multiple printings. Chairman Fine says she'll talk to Joanne at the Port and the Committee agrees to consider funding half of the distribution costs if the Port will fund the other half.

B. Certified Folder: Renewal for Kiosk & Adding Government Camp Delivery for Brochures

The Committee agrees to renew the Multnomah Falls Kiosk poster for another year using a winter image with the PCT monument for the next six months, then start switching up images every three months. At 7 PM, TM Baseman motions to approve and TM Daniel seconds the motion. All in favor. Motion carried.

As an additional option, Certified Folder provided a discount for the Multnomah Falls Kiosk if we decide to add brochure delivery to Government Camp (paying \$1275/year for both rather than \$1080/year for the Kiosk only). At 7:06 PM, TM Daniel motions to add Government Camp as a delivery point for the Tourism Brochures. TM Baseman seconds the motion. All in favor. Motion carried.

C. Advertising: Skamania Magazine, Wind River Publishing

Staff shares media kit information for the publication and that the deadline to commit to ad space is 9/13. Staff points out that they're already getting a \$100 discount (a full page ad is listed at \$1000 in the media kit but Cascade Locks Tourism's full page ad is being offered for \$900) — and if Wind River Publishing receives payment by 10/3, a 5% discount is applied making it \$855. At 7:15 PM, TM Daniel motions to approve the full page ad, paying no more than \$900. TM Baseman seconds the motion. All in favor. Aye. Motion carried.

The Committee realizes there's a good likelihood there will not be a quorum at the scheduled September 19, 2019 meeting. So, the Committee decides to vote on advertising in the Bridge of the Gods magazine since the deadline for receipt of artwork is September 27, 2019. The Committee chooses a half page ad for \$720 for this yearly publication. At 7:21 PM, TM Daniel motions to approve the half page ad at \$720. TM Baseman seconds the motion. All in favor. Aye. Motion carried.

D. PCT Review: Schedule Change Request for 2020

Staff shares Jason Waicunas' email of gratitude and data about the event with the Committee. Jason also seeks feedback from the Committee since he's considering moving the event forward one day. The Committee shares ideas and makes some really good points, all leaning toward keeping the event scheduled as-is but asks Staff to inquire what the reasoning is behind wanting to possibly shift dates.

12. Upcoming events:

A. Bridge of the Goddess Run: Saturday, September 14, 2019

13. Tourism Committee Member Reports

- A. Debbie Fine. Chairman Fine apologizes for not being able to attend PCT as much as she wanted since she wasn't feeling well. Chairman Fine will talk to CA Zimmerman about whether or not Committee members need to use City email to communicate with one another. Next meeting was suppose to be September 19, but having realized there would most likely not be a quorum at that meeting, the next meeting is changed to Monday, October 7.
- B. Steve Anderson
- C. Cindilee Baseman. TM Baseman enjoyed PCT Days.
- D. Barbie Daniel. TM Daniel requests Staff send Meeting Agenda the Friday before the Tourism Committee Meeting.
- E. Sally Drew
- F. Mila Kickert. TM Kickert is sorry she was out of town and missed PCT Days.

14. Next Meeting Date & Time: Monday, October 7, 2019 at 6 PM in Council Chambers

15. Adjournment: Chairman Fine adjourned the meeting at 7:51 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.