

CITY of CASCADE LOCKS — Tourism Committee Marketing Meeting

TOURISM COMMITTEE MEETING, Monday, February 19, 2017, 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, TM Baseman, TM Bourque and TM Anderson. Also attending Cascade Locks City Manager, Gordon Zimmerman, Barbie Daniel and Margo Julien.
2. Amendments to the Agenda. New Business.
 - A. TM Bourque requested to add a motion under New Business B on social media.
3. Comments from general public.

No comments from the general public.
4. Discussion/Declaration of Potential Conflicts of Interest

None. Gordon and Debbie explained the rules of Conflict of Interest. He also explain the source of revenue for the Tourism Committee, City funds and Travel Oregon. We receive 30% of the TRT, the city received 70%. He also elaborated on how we could use the funds. Chairman Fine explained how we have used the funds in the past. Marketing, sponsorship and organizing events. There is now a policy in place that allows us to support events, but not organize them. Grants requests have to have matching funds. She also explained about opportunity to volunteer for ongoing events. Gordon explained how we are members of various DMOs. Our brochure is our most important marketing outreach. TM Bourque pointed out a minor edit and how the brochure might be reorganized. Staff emailed the printer and received an email back confirming that we could make the edits.
5. Approval of minutes. Approval of December 11 and January 18, 2018. Motioned by TM Baseman and seconded TM Anderson. All in favor.
6. Approval of Financials from December 31, 2017.

All had received it in the mail. Chairman Fine discussed the budget and the need for a sub committee. Should Tourism Support items be broken out? We could break it down. Discussion about categories and ease of use the current categories. Reserve fund had \$50,000 moved for capital development. Discussion about Staff position and extra hours, and the possibility of breaking out creative projects. Chairman Fine mentioned that we use to pay. Gordon brought up how anything contracted for over \$2,500 would have to go to the City Council. If Staff contracts, then we need to get competitive bids. TM Bourque asked Gordon about the B&B and their taxes. Gordon responded that our B&Bs are paying their 7%. Measures are being put in place for compliance. No motion needed as this was a marketing meeting.
7. Approval of Bills. None to approve.
8. Marketing Meeting Report

Discussion on what we could do to help the B&Bs. Ways to help them such as FaceBook, radio ads and Wilamette Weeks. TM Bourque discussed boosting on FaceBook. Staff reported on recent boosts. Boosted three different posts, and have had as many as 4,000 hits on post about the bridge. TM Bourque mentioned that we need to move past the fire. Staff responded that the posts about the fire were kept as positive posts. Also mentioned that there was someone who was upset because they felt that a fire meeting was not published enough. TM Bourque suggested that Oregon State Archives has many postcards to draw from. TM Bourque motioned that we advertise B&Bs on FaceBook, Steve seconded the motion. TM Bourque said that he would send them to Staff.

Staff reported that Travel Oregon is ready to move forward on the video, and asked what we would like to see in the video. TM Bourque suggested that the verbiage for the radio spot be used. Staff mentioned the TO video that they released in November. Lizzie sent a link to a spring cut. Discussion about the video that we

were going to do, until we found out that we were selected first for the video that Travel Oregon is making for each region.

In discussion about resources. Staff talked about how we have all of Michael Peterson's photos that are high res and low res. It is agreed that the website needs updating.

Gambler's 500 will be here the first weekend of October and spend two nights. Kim Brigham and Shelley James said that they would help again with the next event.

Chairman Fine brought up the need to rework the strategic plan. TM Bourque talked about the brand, using dramatic photos, logo, and The Heart of the Gorge. Staff mentioned that branding is a series of hero shots that creates a standard with fonts, and messaging so that Cascade Locks is identified and repeatable. All things should have QR codes in the artwork. QR codes were used in the Multnomah Kiosk. TM Bourque asked about the Willamette Week ad. Staff discussed how events were highlighted in the past. Weddings bring in a lot of tourism. Port has not contracted, so we should use the ad for the Weddings and Wedding Showcase. Staff will create an ad.

Gorge Pedal, AJ will attend next meeting. The event happens on August 25th, two rides, a cardio and family ride. Brigham's will provide a salmon lunch. It is meant to bring people out and enjoying the Historic Highway when it opens. Staff gave AJ a grant application, and will be meeting again with AJ and Jan to further the event.

Chairman Fine mentioned the Disc Golf course. Staff reported on visiting the course and talking with visitors. Several groups were out playing, all from Portland. Staff brought up information learned about while attending GOAT. The new trail that will be multi-use and will encompass the EasyCLIMB trail, and the trail will need to be renamed.

PCT Northern Terminus event. Staff related information in regards to the meeting held with Chairman Fine, Gordon Zimmerman, Paul Koch and Jan McCarten. Chris Kounkel came to share the plans. The event will be moved to June 23rd and celebrate the 50th Anniversary of the signing of the National Scenic Trails Act. Working on getting additional posts to create our own monument here in Cascade Locks. It will be positioned by the Post Office in Overlook Park. We will be building a tourist attraction, Tourism can support it with dollars. TM Bourque contested that Staff had not communicated with the Port. Gordon clarified that we are installing the monument on City property. We partner with the Port, but can have our own events. TM Bourque talked about how to address upcoming events. Staff talked about how Jan was the first person that she called, and that Jan had been ill. Chairman Fine responded that Staff had brought it to prior meetings.

TM Baseman talked about the email address thing. Chairman Fine mentioned that she had talked to Marianne and she has a lot to administer. Gordon talked about protecting Committee members so that their email is not compromised. He mentioned that we should do our business in meetings, and don't burn out. We market the community.

Staff mentioned the Travel Oregon large grant that is upcoming.

TM Bourque discussed people who want to get paid in three days. Gordon addressed when we pay. Staff addressed the issue and said that it has been settled.

Chairman Fine discussed the Port Plan B meeting. Gordon explained what the possibilities are for the land. Part A of the integrated resort and other uses have been shelved. Redevelopment of the business park is Plan B. Camping, a deep water port, bird watching, things that develop recreation. The objective is to stretch the season with sustainable tourism. Talks are underway with possible developers. Governor has said that she'll help. Heuker's are coming in to sign a permit, a cidery is coming in. Renewal Workshop has expanded.

Gordon discussed that there have been 89 new housing starts in the last 3 months. The community is growing. The fire has a silver lining and will bring people back. Staff asked if there were plans to add an outdoor amphitheater. Gordon said that there was. He also mentioned that a microbrewery, with restaurant and marketing space in being built across from the East Wind.

9. Tourism Committee Member Reports

A. Debbie Fine. None.

B. Cindilee Baseman. She will be absent next meeting. Don't forget the airport meeting on February 21st.

C. Norman Bourque. None.

D. Steve Anderson. None.

14. Next Meeting Date & Time: March 5, 2018, 6:00PM at Council Chambers

Next Marketing Meeting Date & Time: March 19, 2018, 6 PM Downstairs meeting room

13. Adjournment. Motion made by TM Bourque to adjourn the meeting. Motion seconded by TM Baseman.

Chairman Fine adjourned the meeting at 8:05 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.