

# CITY of CASCADE LOCKS — Tourism Committee Marketing Meeting

TOURISM COMMITTEE MEETING, Monday, March 12, 2017, 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Debbie Fine at 6:03 PM. Attending: Chairman Fine, TM Baseman, TM Anderson and TM Daniel. Absent were TM Bourque and TM Julien. Also attending Cascade Locks City Administrator, and Gordon Zimmerman.

2. Amendments to the Agenda. New Business.

A. Gordon requested to add the budget to new business.

3. Comments from general public.

AJ Zelada from Gorge Pedal came to give a show-and-tell presentation on his upcoming bike ride plans. The ride will take place on August 25th. He has been involved in the biking community, sat on boards and helped to institute the 3 foot rule. The plan is to have two rides: the first is a bike ride that goes from Cascade Locks to Crown Point and back. It will cover 46 miles with a gain of 3,000 feet, on the trail and the historic highway. The second is a family ride from Multnomah Falls to Latourell Falls, covering 12 miles and a gain of only 200 feet. The family ride will be planned as a transit ride, with bus, and accompanying truck with bikes. This will highlight the change in transit that is coming with the Gorge Express that will be going from the Gateway TC to Cascade Locks and on to Hood River. Along the route there will be stations to educate about the geology, botany, fire and the history of the Gorge. The routes will be well marked with signs, and have numerous porta-potties, and opportunities to stop and see the Gorge and its recovery. This will bring people back. Permits pending and insurance is being written. They have approved the permits as is. There will also be music along the way, such as bagpipers and native drummers. Riders will wear a bid for identification. At the Marine Park there will be music, food and a festival like atmosphere. Perhaps there will be a way to have a coupon for discount in the future. He presented a brochure and maps of the route. The website for information is [www.gorgepedal.com](http://www.gorgepedal.com). Monies will mostly be raised through registration fees. He is hoping to have 600 riders. Gordon advised him to check in with the Columbia River Gorge Commission.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes. Approval of February 19, minutes. Motioned by TM Daniel and seconded TM Baseman. All in favor, aye.

6. Approval of Financials.

Already approved.

7. Approval of Bills

None.

8. Staff Report.

Staff reported on efforts to increase traffic to Facebook and Instagram, and gave examples of a number of boost that cost \$6.00 and had as many as 18,000+ views and interactions, and continued effort.

Uncage the Soul was selected by Travel Oregon to produce the video for Cascade Locks. The Brigham sisters will be the main spokespeople, they will interview the mayor as well, and use outtakes from the TO video they did in the Fall. Timeline is end of April. TO will pay to run the ad on the TV.

Sail the Gorge is giving all Cascade Locks businesses an 1/8th page ad, and CL Tourism get a half page.

Travel Oregon brought a FAM trip through of travel writers. We met at the Easy CLIMB trail with Dan Miller and he shared the plan to create the new 26 mile trail with interconnecting loops that is a multiple use trail [hike, bike, equestrian]. The NEPA report is due in a year and then the building of the trail begins. The new

trail needs a name; the thought is to name it something in Chinook. The FAM trip then went to lunch at the CLAH and had a hiker burger for lunch and visited the hiker box.

Wildfire survey due by March 13th. Results will be given at the Governor's Conference. At the end of April.

9. Port Report. Port Manager, Jan McCarten.

None.

10. Old Business

- A. Roberts Rules of Orders review. No multiple conversations. Be brief and to the point. Give everyone an opportunity to speak.
- B. Vice Chairman selection. TM Baseman volunteered. Motion to appoint by TM Daniel and seconded by TM Anderson. All in favor, aye.
- C. Social Media. Focus on B&B and other events. Still in need of a list of the B&Bs and materials from them to truly promote them.
- C. Mobile kiosk. The decision was made to table the discussion and put money toward a brick and mortar visitors center.
- D. Cutouts. TM Daniel motioned for Staff is to pursue cost with Heather Söderberg, and timeline. TM Anderson seconded the motion.
- E. PCT Monuments update. Staff will meet with the PCTA on March 22, and that perhaps the Friends of the Gorge may hire an event planner. She also meet with Brenda Wood and suggested that the CLBA might be a good host. Port needs and contact to hold the date on June 23rd. Tourism's monument event will be at Overlook Park by the Post Office.
- F. Website Review. Needs to be updated. Table until after July, we don't have the money to move forward.
- F. Merchandise. Presented T-shirts and pricing. TM questioned if t-shirts were the best idea. Can't handle money, we would have to give them away. TM Park suggested something other than t-shirts. Staff suggested mugs, grocery bags, stickers and magnets were decided on. TM Park motioned to purchase merchandise in an amount not to exceed \$2,000. Seconded by TM Daniels. All in favor. Aye. Motion carried.

11. New Business

- A. Sail the Gorge. Staff will rework the past ad with the Dry Creek Falls photo and present. Consensus to use the photo.
- B. Chamber of Commerce memberships. Conversation about which chambers to join concluded that we get the most from Skamania County's Chamber and Hood River's Chambers. Staff talked about how Travel Oregon funnels things through the West Columbia River Gorge Chamber. They are helpful. The motion to join Skamania, Hood River, WCCG and the business association was made by TM Daniel, seconded by TM Baseman. Staff mentioned the Pony committee and asked for volunteers. Staff volunteered to participate. Chairman Fine volunteered to participate, TM Julien was nominated to join.
- C. Green Living. Discussion to consider was moved to the next marketing meeting.
- D. Farmers Market. Sally Drew, reached out to discuss the Farmers Market every Sunday after Memorial Day in the parking lot next to Brighams.
- E. Distribution. Certified and Shirley Carr. Move to marketing meeting.

- F. Willamette Week Ad. The decision was made to showcase Heather for the Gorge Open Studio. Staff will reach out to WW and request an interview for Heather Söderberg.
- G. Table of Tourism at the Wedding showcase. Consensus decision was not to participate.
- H. Governor's Conference. Chairman Fine and Staff will participate.
- I. Travel Oregon listening session. Attendees must pre-register. Marine Park, April 4, 8:30 to 11AM.
- J. Budget. Gordon went over the proposed budget. TRT revenue should be on track. Much of the budget was left at the same levels as last year. Web hosting costs were negated by coming in-house. Contract services audit, and TRT audit cost is shared with the city. Brochure distribution. Support staff is over budget. Left the amount at \$25,000, and upped hourly rate to \$20. Added a line item for graphic design support for items such as brochures, website and other creative needs. Additional funds will be set aside for a future visitors center. TM Daniel motioned to approve, seconded by TM Anderson. All in favor, aye.

12. Upcoming events:

- A. Heart of the Gorge Wedding Showcase.

13. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Cindilee. Airport meeting on March 20th.
- C. Barbie Daniel. None.
- D. Steve Anderson. None.

14. Next Meeting Date & Time: Marketing Meeting Date & Time: March 19, 2018, 6 PM at Council Chambers  
Next Meeting Date & Time: April 2, 2018, 6:00PM at Council Chambers

15. Adjournment. Motion made by TM Baseman to adjourn the meeting. Motion seconded by TM Anderson.  
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.