

CITY of CASCADE LOCKS — Tourism Committee Marketing

Meeting TOURISM COMMITTEE MEETING, Monday, March 19, 2018, 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Debbie Fine at 6:05 PM. Attending: Chairman Fine, TM Baseman, and TM Anderson. Absent were TM Bourque, TM Daniel and TM Julien.
2. Amendments to the Agenda.
None.
3. Comments from general public.
No comments from the general public.
4. Discussion/Declaration of Potential Conflicts of Interest
None.
5. Marketing Meeting Report

Advertising

Advertising space currently reserved in Willamette Week will be used to featured Heather Söderberg during Gorge-wide Open studios tour, April 20, 21, and 22. Sail the Gorge Magazine is offering a free half page to Tourism. We will produce our own ad and also resize the WW weddings ad that featured the Heart of the Gorge Wedding Showcase and produce a half page ad the includes CL Tourism's logo and message. Mult-nomah Falls Kiosk, new artwork is due. Hood River Chamber of Commerce is offering Cascade Locks the back panel of the Hood River County Map, which is widely distributed. Green Living, distributed throughout the Portland metro area was discussed. A vote will be held at the next meeting.

Distribution

Certified Folder, who currently has a contract with Tourism to distribute our brochures with meet with Staff to discuss expanding area. Shirley Carr will not be renewing her contract. A decision and vote on how to move forward will need to be made before May 1.

Chamber Applications

The decision to join CLBA, Hood River County Chamber of Commerce and Skamania County Chamber of Commerce was made at the March 12th meeting. Application have been obtained. An application is needed for the CLBA.

Meetings

Tourism Partners of Travel Oregon are invited to a listening meeting at the Marine Park Pavilion on April 4, 8:30 AM to 11 AM.

Tourism needs members to join the Pony Committee.

Events

An update was given on Gorge Pedal, an event taking place on August 25. Insurance for the event is in place and planning is progressing. The PCT Monument event is still a work in progress with moving parts.

Video

Discussion about the Travel Oregon sponsored video and using the verbiage from the radio ad to build. Time frame is sometime in April.

Social Media

Discussion was held on our focus for social media, there was a consensus to continue to prompt events. Also, we will boost information on hotels and B&Bs.

HR Museum

Heart over the bridge artwork staff drew after fire will be on display in the HR Museum.

Website

Discussion about the need to update the website and add the camera feed form down at the Marina.

9. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Cindilee Baseman. None.
- C. Steve Anderson. None.

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

13. Adjournment. Motion made by TM Baseman to adjourn the meeting. Motion seconded by TM Anderson. Chairman Fine adjourned the meeting at 7:55 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.

