

CITY of CASCADE LOCKS —

Tourism Committee

Marketing Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, April 16, 2017, 6:00 PM Downstairs Meeting Room

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, TM Anderson and TM Daniel.

2. Amendments to the Agenda.

None.

3. Comments from general public.

JoAnne Wittenberg, Marva Janik and Marie Miller from the Quilt Block Trail came to discuss the need for more brochures. Recently the new brochures arrived, and they are already getting low. The Quilting ladies agreed to help man the booth at PCT Days. They will also provide 4 place mats for the Oregon Governor's Tourism Conference Basket. A motion was made by TM Baseman to reprint the current brochure as is, spending \$1,000, seconded by TM Daniel.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes from April 2. Motion made by TM Daniel to approve the minutes, seconded by TM Baseman.

6. Approval of bills

None.

7. Marketing Meeting Report

Advertising/Sponsorship

The Tourism Committee will be a major sponsor for PCT Days, having a prominent place next to the PCTA booth. Details of advertising and the grant contract were reviewed.

We have a half page ad running in 1859 Magazine [printed], and a digital banner for 10,000 impressions. TM Baseman motioned to vote yes to affirm vote, \$995 and \$100. TM Daniels seconded. All in favor, aye.

Hood River Chamber back panel artwork delivered, featuring lodging businesses.

Green Living Journal, Tourism will feature PCT Days. Motion made by TM Daniel, seconded by TM Anderson. Staff will reach out to PCT Days for necessary art.

Distribution

Shirley Carr will be renewing her contract. TM Daniel motioned to increase Shirley's contract to \$2,450, seconded by TM Anderson. All in favor, aye.

Events

- Gorge Pedal is delayed due to ODOT holding the date. Hope is that it will be on sometime in September.
- Farmers Market begins on June 3rd in Brigham Fish Market's parking lot.
- Oregon Governor's Conference on Tourism, basket gathering and coordination

Social Media

Consensus to continue to promote events, including the upcoming Gorge Open Studios.

8 . Tourism Committee Member Reports

A. Debbie Fine. None.

B. Cindilee Baseman. None.

C. Steve Anderson. None.

9. Next Meeting Date & Time: May 7, 2018, 6:00PM at Council Chambers

10. Adjournment. Motion made by TM Daniel to adjourn the meeting. Motion seconded by TM Anderson.
Chairman Fine adjourned the meeting at 7:31 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.

