

# CITY of CASCADE LOCKS — Tourism Committee Meeting

TOURISM COMMITTEE MEETING, Monday, April 2, 2018 , 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Debbie Fine at 6:04 PM. Attending: Chairman Fine, TM Baseman, TM Daniel and TM Anderson. Also present Gordon Zimmerman, City Administrator. TM Bourque, resigned, and TM Julien has not sent a letter of resignation.

2. Amendments to the Agenda.

None.

3. Comments from general public.

Shirley Carr, our brochure distribution contractor reported on our progress and distribution of our brochures. We are going through our brochures quickly. The newly printed Quilt Block Trail Brochure only has two boxes remaining. Shirley will renew her contract from the 2018-2019 season, beginning in May. Her contract will be reviewed and brought for vote at the next business meeting.

No comments from the general public.

4. Discussion/Declaration of Potential Conflicts of Interest

None.

5. Approval of minutes. Approval of March 12, minutes. Motioned to pass by TM Daniel and seconded TM Anderson. All in favor, aye.

6. Approval of Financials.

Delayed.

7. Approval of Bills

Precision Graphics for payment of the CL Brochure.

8. Staff Report.

Contacting hotels for info and photos for use on our social media. PCT Monument report – Staff met with local and Northern Washington PCTA representatives in regards to the proposed visit of the new monument. It has been determined that we will have the old retiring monument visit during PCT days. Our monument is in progress. All activities will be around PCT Days. Tourism's booth will be near the old monument. A shuttle bus that originates from CL will take hikers to the Dog Mountain trailhead. Trail Ambassadors are beginning trained to man trailheads during the high season. We have placed ads in Sail the Gorge, we had our own ad, and one that was for the Port with our info. The Multnomah Falls Kiosk has been changed out. Willamette Week Ad with Heather will run on page 6 in main news. Staff has reached out in regards to events to publicize. Farmer's Market Truck and stalls will begin on Memorial Day Weekend, and show up for special events. The first sailing event will be next weekend.

9. Port Report. Port Manager, Jan McCarten.

None.

10. Old Business

A. Distribution, Shirley Carr. A vote will be held at the next May 7th meeting.

B. HR Map back panel. A phone vote had been taken prior, TM Daniel motioned to affirm the vote for \$1,395, and to feature the businesses that pay TRT. TM Anderson seconded by TM Anderson. All in favor, aye.

- C. Green Living advertising. TM Daniel motioned to go forward with a 1/3 page ad, in 4 issues for \$1,326 . TM Anderson seconded the motion. All in favor, aye.
- D. Cutouts. Contract with Heather Söderberg gave an estimate of \$300 per figure to create cutouts of Lewis and Clark, York, Sacajawea and Seamen. TM Baseman made a motion to approve, TM Daniel seconded the motion. All in favor, aye.
- E. Next Pony meeting on April 30.

11. New Business

- A. Best Western Directory Ad. Need new ad. TM Baseman motioned to approve a half page ad for \$300, and to include the Museum. TM Anderson seconded the motion. All in favor, aye.
- B. Columbia River Gorge Visitor's Guide. TM Daniel motioned to approve a half page ad for \$840. TM Baseman seconded the motion. All in favor, aye.

12. Upcoming events:

- A. PCT Trail Skills College, April 20-21
- B. Gorge Open Studios, Söderberg and Lorang Studios. April 20-21
- C. City-wide Garage Sale, April 27-29

13. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Cindilee. None.
- C. Barbie Daniel. None.
- D. Steve Anderson. None.

14. Next Meeting Date & Time: Marketing Meeting Date & Time: April 16, 2018, 6 PM at Downstairs Meeting Room

Next Meeting Date & Time: May 7, 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 7:30 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.

