

CITY of CASCADE LOCKS — Tourism Committee Meeting

TOURISM COMMITTEE MEETING, Monday, June 4, 2018 , 6:00 PM Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Debbie Fine at 6:03 PM. Attending: Chairman Fine, Vice Chairman Baseman, TM Daniel and TM Anderson. Also present Gordon Zimmerman, City Administrator.
2. Amendments to the Agenda.
None.
3. Comments from general public.
Shirley Carr expressed concern about the people on the Gorge Express while passing through CL. She has noticed that the bus stops but people are not getting off. HR has a trolley. We need to encourage participation. Could put brochures at Rooster Rock. Bridge will be a draw. Here's what you can do in Cascade Locks. She asked if Certified Folder is placing brochures Wyeth Camp ground.
4. Discussion/Declaration of Potential Conflicts of Interest
None.
5. Approval of minutes.
Approval of May 7 and May 21, 2018 minutes. TM Baseman motioned to approve, TM Anderson seconded. All in favor.
6. Approval of Financials.
None.
7. Approval of Bills
None.
8. Staff Report.
Nat Geo looking for locations. Working on the website, editing and updating. Updated PCT Days report and calendar of events thru the year. Mt. Hood Chamber Trail Maps, arrived and have been distributed. Working on building the bandanna, and logistics on the monument. Uncage the Soul is getting ready to come up and video the Brigham's and video soon. The campaign is called Meet the Neighbors. Staff would like to get photos from Uncage the Soul to use in our marketing. Best info on closures and opening is on ReadySetGorge. They produce a map that is downloadable. Gorge Pedal will be canceled this year and everything kept in place for next year.
9. Port Report. Port Manager, Paul Koch.
None.
10. New Business
 - A. WCGC, filled out the membership form and submitted. Motion to join was and pay the appropriate membership fee. TM Anderson motioned that we pay the required amount and join, TM Daniel seconded. All in favor, motion carried.
 - B. PCT Map, \$250 for logo, 5,000 copies. TM Anderson motioned to be included, TM Daniel seconded the motion. All in favor, motioned carried.

- C. Skamania Lodge Magazine, motion to advertise in the Skamania Lodge Magazine, TM Baseman motioned to place ad in SLM, for \$1,640 provided we be on the inside back cover. TM Daniel seconded. All in favor. Motion carried.
- D. 1859 Magazine, table until editorial content is known.
- E. Outdoors NW the July/August issue is about hiking. Our content will focus on PCT Days TM Daniel motioned for a half page, \$1,735, TM Baseman seconded. All in favor. Aye.
- F Portland Monthly, table until editorial content is known.
- G. Bernadette's contract. TM Anderson motioned to extend the contract and increase the budget. TM Baseman seconded. All in favor. Motioned carried.

11. Upcoming events:

- A. SOLV, June 9th
- B. Trailhead Ambassador, June 16

12. Tourism Committee Member Reports

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

13. Next Meeting Date & Time: Meeting Date & Time: July 2, 2018, 6 PM at Council Chambers

Next Meeting Date & Time: Marketing Meeting Date & Time: June 18, 2018, 6 PM at Council Chambers

14. Adjournment. Motion made by TM Baseman to adjourn the meeting. Motion seconded by TM Daniel.
Chairman Fine adjourned the meeting at 6:50 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.