

CITY of CASCADE LOCKS —
Tourism Committee
Marketing Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, July 16, 2017, 6:00 PM City 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, Vice Chairman Baseman, TM Anderson and TM Daniel.
2. Amendments to the Agenda.
None.
3. Comments from general public.
JoAnne Wittenberg, Marva Janik Came to ask for funding to reprint the Quilt block brochure. Their cost is to buy the materials and create the blocks. Quilt every Thursday. Letters from all over the country. Well known in Oregon. Appreciate the efforts to print the brochure. They will be present to help and exhibit at PCT Days.
4. Discussion/Declaration of Potential Conflicts of Interest
None.
5. Approval of minutes from July 5. Motion made by TM Anderson to approve the minutes, seconded by Vice Chairman Baseman. All in favor, aye.
6. Approval of bills
OTE renewal of kiosk. TM Baseman motioned to approve for \$75 per quarter for the coming year, TM Daniel seconded the motion. All in favor, aye.
7. Marketing Meeting Report
PCT Monument Update
Staff went to visit Joe Nolin and saw the posts. Staff talked about obtaining approval for the monument design with the PCTA and the USFS PCT Administrator. USFS wants to keep the termini special. Design concepts were shared and the design with three posts was presented, but still needs to be drawn. The tallest post will be the length of the trail, and the second post will signify the distance from Mexico and the shortest post will signify the distance to Mexico. Approval will be given after the next phone conference on Thursday. The PCTA has said that Cascade Locks will be the next Trail Town. Staff talked about coming up with activities for PCT Days, and creating a time capsule. Everyone will be able to contribute to the capsule. It will be unearthed for the 100th Anniversary of the PCT.
8. Old Business
 - A. PCT Monument Dedication Planning. The dedication and ribbon cutting will take place on Sunday, August 19 at 10 AM. Invitations will be sent out to media and dignitaries to be present at the ribbon cutting.
 - B. Skamania Lodge full page. Artwork approved.
 - C. Order Business Cards. Order 500 per person, for no more than \$10 per. Vice Chairman Baseman made a motion to print cards, TM Anderson seconded the motion. All in favor.
 - D. PCT Days Schedule. Friday set-up starts at noon. Ready to open at 2 PM. Breakdown is Sunday morning no later than 1 PM.

E. Booth Design and Activities.

Giveaways on Saturday only, depending on how many gifts we get. The wheel of Fortune will be made from a bike wheel. TM Anderson is heading it up. Other possible activity is a photo booth. Collect literature and swag from businesses. Bring chairs.

F. Merchandise.

Staff will purchase merchandise, such as bags, socks, hats, stickers for the monument, magnets, postcards and cups. We still have 24 cups in storage. Shirts for the Tourism Committee. TM Daniel motioned to approve the purchase of merchandise, not to exceed \$7,500. The motion was seconded by TM Anderson. All in favor, aye.

G. Columbia Gorge Express.

A need to move the bus stop was discussed. Staff will call Jake with the Columbia Gorge Express and see what we can do to help.

H. Winter Business Magazine.

The proposal to participate in the creation of a winter business magazine was discussed. Our participation would be \$7,000. The consensus was not to participate. TM Daniel motioned to not participate, and TM Anderson seconded the motion. All in favor.

9. Tourism Committee Member Reports

A. Debbie Fine. None.

B. Cindilee Baseman. None.

C. Steve Anderson. None.

10. Next Meeting Date & Time: August 6, 2018, 6:00PM at Council Chambers

11. Adjournment. Motion made by TM Daniel 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.