CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes TOURISM COMMITTEE MEETING, September 9, 2024 at 6pm in Old Library Room

- 1. Call Meeting to Order & Roll Call (Members Present: Committee Chair Emily Seely via Zoom, Vice Chair Heather Weaver, Miranda Audritsch, and new member Nathan Jones at 6:03pm)
 - a. Introducing new committee member Nathan Jones
- 2. Amendments to the Agenda
 - a. Adjusting the order of the agenda to allow guest Kent Streeb from Enchroma to present before
 - b. Review of July TLT funding (We are missing a page from the printing that is for TLT funds specifically, we catch Nathan up on our last funding update from March, agree to send Nathan information on TLT's and RDMO's and that we will look again at the July and August TLT funding.
 - c. CGOA sponsorship (We agree that we would like to move forward with this sonsorship.
 - d. RCTP Wine Country License Plate Grant
- 3. Public Comment
- 4. Discussion/Declaration of Potential Conflicts of Interest (Vice Chair Heather Weaver notifies the committee that she is a member of CGOA, but that she doesn't think it should sway her in the sponsorship request we have as she is not a direct member of the group performing.)
- 5. Approval of Minutes Presented (Minutes are reviewed motion to approve by Committee Chair Heather Weaver and seconded by Committee Member Miranda Audritsch at 6:45)
- 6. Approval of Financials
 - a. Committee looks over sponsorship for CGOA event in October. The group discussed the merits of having off season events in Cascade Locks. Committee Member Nathan Jones brings up that a sponsorship can include advertising for an entire year. Heather informs the committee that most of the events are in the shoulder season (September-May). Committee chair discusses that we have not worked with this organization before so we aren't exactly aware of how much visibility this organization can give us. The committee members agree with the friends level of sponsorship but discuss the merits of a \$250 sponsorship to a \$500 sponsorship. The Chair discusses that \$250 may be more pragmatic for our first time, but members Nathan Jones and Miranda Audritsch feel that \$500 is appropriate compared to other sponsorships like the Skamania county fair and Hood River Fair that aren't in our community but for which we still sponsor.
- 7. Approval of Bills
- 8. Old Business
 - a. EnChroma Color Accessibility Program, Kent Streeb

- i. Kent Streeb gives a presentation on the EnChroma program and many of the benefits and costs of the program. There is conversations about accessibility and visual aids to describe the differences in vision between someone with colorblindness and someone with regular vision. There are testimonials from people across the county in a number of different areas including the outdoor recreation industry, the art world, and museums. Kent goes into the costs and the matching program that EnChroma offers. He suggests the most cost effective way we can purchase the glasses is with a "nature" package that would be ~\$720-\$850 and from there we could order more glasses. EnChroma would also match the costs and would double the order from 3 to 6.
- b. PCT Days follow-up (reordering T-shirts)
 - i. PCT days was a big hit, we nearly ran out of all our swag. We discussed why we spent so much less money this year than last and how we shouldn't need to put such a low limit on our swag purchases for next year. We also discussed the popularity of this year's and last years shirts. There was a discussion about printing more shirts and selling them either through the Visitor Center or offering to other local businesses that could diversify our revenue streams (a goal of our strategic planning over the next year).
- c. Columbia Cross Channel Swim
 - i. We discussed the cross channel swim and the impact it had on local businesses around the town. Mainly that after the swim was canceled midday that there was a flood of tourists in the town and not enough services to absorb them all. Committee Member Nathan Jones asks about opportunities for us to invite more vendors to fix those sorts of events, Visitor Services Admin Amber Alvi explains that we usually liaison between events like this and the different tourism entities in town. That large events coming into town without the businesses understanding how large they are is a frequent complaint and something we hope to address in community planning conferences this fall/winter).

9. New Business

- a. Travel OR Tourism Learning Lab (October 3-4, 2024)
 - i. The group is introduced to the Learning Lab. Visitor Services Administrator agrees to share the registration information to the group and encourages them to join the opportunity.
- b. Outdoor Recreation Summit (December 5-7, 2024)
 - i. The group is introduced to the recreation summit and the scholarship for the conference. Committee Chair Emily Seely brings up that we have \$300 for conference spending and that this might be outside of the realm for the committee.

10. Upcoming events

- 11. FCLHM Contract Report
 - a. Multnomah Falls Kiosk Readability Review
 - i. The current ad we have up is discussed and the overall lack of readability from the highway is mentioned. Visitor Services Administrator discusses that we have a new image due in October and that we will send images to the group chat to discuss options

for a new image.

- b. Quarterly Report to City Council 9/23/2024
 - i. SRT's have made it to the agenda of this meeting. Vice Chair Heather Weaversays she will be in attendance, Amber mentions that Executive Director Janice Crane will be there as well. The committee is encouraged to join.
- 12. Tourism Committee Member Reports
 - a. Emily Seely (Chair)
 - b. Nathan Jones
 - c. Sophie Harbaugh
 - d. Sara Patrick
 - e. Heather Weaver
- 13. Next Meeting Date & Time: October 7, 2024
- 14. Adjournment
 - a. Chair Emily Seely motions to adjourn the meeting, seconded by Vice Chair Heather Weaver passed unanimously at 7:45.

Public access to the meeting is available via Zoom. Meeting ID: 822 6396 9936, Password: citymeet Phone:1-253-215-8782, meeting # is 822 6396 9936, passcode 52491982

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.