

CITY of CASCADE LOCKS – Tourism Committee Meeting Agenda

TOURISM COMMITTEE MEETING, Monday, April 12, 6:00 PM, Port House 3

1. Call Meeting to Order & Roll Call. The meeting was called to order by Vice Chairman Park at 6:15 pm. Attending: TM Troeger, TM Daniel, TM Thomson, TM Shelley. Also attending Sofia Urrutia-Lopez, David Jursik, Gary Munkhoff, Scott Scrimshaw
2. Amendments to the Agenda. Vice Chairman moved item 11A to after Staff Report.
3. Comments by the General Public. Gary Munkhoff presented the Sail the Gorge Magazines for 2017 season.
4. Discussion/Declaration of Potential Conflicts of Interest. Vice Chairman stated a potential conflict of interested due to her business being apart of the PCT Days event.
5. Approval of Minutes Presented: TM Shelley made a motion to approve the meeting minutes of March 6, 2017 as presented, TM Thomson seconded. Motion carried unanimously
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7. Approval of Financials. TM Thomson made a motion to approve the financials as presented, TM Troeger seconded. Motion carried unanimously
8. Approval of Bills . None.
9. Staff Support Report – Sofia Urrutia-Lopez. Support Staff let the group know that Jumpin’ Jax and Gorge Arts Gallery will be closing.
9. Port Report – Jan McCarten. Absent.

10. Old Business

- A. Travel Oregon Governor’s Conference - May 10-12. Chairman Fine, TM Troeger and Support Staff will be in attendance at the Travel Oregon Governor’s Conference.

11. New Business

A. Video Presentation - Scott Scrimshaw. Scrimshaw presented two videos of their past work for Goldendale as well as Freebridge Brewing. He indicated that he would like to show Cascade Locks through all seasons of the year and can provide snippets of video once they are completed, to be able to share through social media. Immense Imagery has the capability of sharing information and the video via social media platforms all while tailoring to a specific market and provide quantitate feedback. They stated they have a few videos online that have gone viral with 10,000 hits within the first 10 days which has now grown to 20,000 hits. Vice Chairman Park thanked Scott and his partner from coming from The Dalles to present the videos to the Committee. She directed Support Staff to work on a RFP for the video as well as to seek feedback from Scrimshaw on RFP requirements. The committee would like to move forward as soon as possible with the formal bidding process.

B. CGRA Grant. CGRA has requested a grant for \$4,500 to improve their facilities rather than update their website, as requested last year. They felt positive comments from sailors has pushed them to want to make improvements to attract even more patrons. CGRA has already approve half of the spending. TM Troeger made a motion to approve the amended grant in the amount of \$4,500 for facility improvements to be completed by the end of the fiscal year, seconded by TM Thomson. Motion carried unanimously.

C. Garage Sale Days Grant. Motion made by TM Shelley to approve advertising for Garage Sale Days Grant with the change of advertising in a different venue 50 miles away from Cascade Locks, not on channel 23 in Cascade Locks, for up to \$100.00 seconded by TM Thomson. Motion carried unanimously. Vice Chairman Park welcomes a change in funding next year if Garage Sale Days organizer would like to resubmit a grant then.

D. PCT Days Grant. Motion made by TM Thomson to approve the PCT Days grant in the amount of \$1,000 as presented, seconded by TM Troeger. Motion carried unanimously. Vice Chairman Park asked if it would be possible for the organizer to provide quantitative feedback via Facebook and social media platforms.

E. Input by Public Strategic Plan Event. The Tourism Committee would like to invite the public and their partners to a feedback mixer for their Strategic Plan. It was suggested to have a no host bar with desserts provided. It would take place on May 24th from approximately 6:00 PM - 8:00 PM with a presentation at 7:00 PM. Vice Chairman Park asked Support Staff to make a flyer for the invite and to contact Bridgeside for cost. The cost of the event will be discussed further during the May meeting.

F. Cascade Locks Brochure 2017-2018. TM Troeger presented a few different ideas for the new brochure cover. Motion made by TM Daniel to have the waterfall and teal logo as the new cover for the brochure, seconded by TM Thomson. Motion carried unanimously.

G. Support Staff Contract. The group decided to table the discussion until May's meeting.

12. Tourism Committee Member Reports

A. Debbie Fine. Absent.

B. Cindilee Baseman. Absent.

C. Caroline Park. None.

D. Harry Troeger. Asked for the RFP for the video to be extended to at least 10-15 videographers.

E. Joseph Shelley. Asked for the Pony Meeting updates to be placed on the June agenda.

F. Barbie Daniel. None.

G. Emmy Thomson. None.

13. Next Meeting Date: May 1, 2017

14. Motion made by TM Shelley to adjourn the meeting, second by TM Thomson. Motion carried unanimously. Chairman Fine adjourned the meeting at 7:32 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.