

# CITY of CASCADE LOCKS — Tourism Committee Meeting

TOURISM COMMITTEE MEETING, Monday August 7, 2017, 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 Park, TM Daniels, TM Thomson, TM Shelley, TM Baseman. Also attending Port of Cascade Locks, Paul Koch and Cascade Locks City Manager, Gordon Zimmerman.
2. Amendments to the Agenda. New Business. Eclipse Glasses. Bandanas.
3. Comments from general public. No comments from the general public
4. Discussion/Declaration of Potential Conflicts of Interest
5. Approval of minutes. Approval of June 5, minutes. Approval of June 22, Special Meeting Minutes. Motioned by TM Park and seconded TM Thomson to approve the June 5 and June 22 meeting minutes. All in favor.
6. Approval of Financials. Did you all get them in your email? Yes. Any questions? Started a new year on July 1st. TM Park questioned charges from HR News and Skamania Co. Pioneer. Gordon clarified that they were for staff position advertising. TM Park asked if the appropriate line item is Publication notices, Gordon answered, yes. No further questions. TM Thomson motioned to approve and TM Shelley seconded the motion. All in favor.
7. Approval of Bills
  - A. Travel Portland. \$507, with voluntary tax. To education and training scholarship. TM Park made a motion to approve, TM Thomson seconded, all in favor.
  - B. Discussion about the Multnomah Falls kiosk and the cost. The invoice for OTE was approved. The cost was thought to be \$75 per month. Motion to approve from TM Park and seconded by TM Daniels. Not to exceed \$150. All ayes, no opposed.
  - C. Motion by TM Thomson to approve, seconded by TM Daniels to participate in the Gorge Kids Triathlon. All in favor.
8. Staff Report. Staff reported on creating and distributing the FLASH Report, visiting businesses for July and August. It's been well received, and grown to the second page. Full-page ad for the Skamania Lodge Magazine, which was approved last meeting, was presented. PCI has also gifted us an 1/8 of a page to be with the Cascade Locks spread where we can reference our full page. Files for the map on the old brochure have been given over to us. Discussion about the map from the old brochure. The decision was made to keep the existing map. PCT Days, inventory, giveaways. Discussion about giveaways and cutouts, and there not being time for this year to make things happen. FAM trips with Travel Oregon, three groups coming through. The final two are travel writers attending an International Conference of Travel Writers. Discussion about the Eclipse and Cascade Locks traffic and the possibility of having an Eclipse Party. The decision was made that there is not enough time.
9. Port Report. Port Manager, Paul Koch. New wedding and reception venue, \$spending \$50,000 to enhance the Pavillion. Increased number of weddings. Best West Western and Port creating a Forestry event in October or March with OSU to bring people to Cascade Locks. Commission will be sending out letters for renovation on the Pony. TM Baseman asked about the pathway over the Bridge of Gods. Bike/pedestrian path tied to seismic stability. Engineers are studying where to position the PCT. Engineer is working on the grant application. 2 phases, November phase one. Working with WA. Plans are to automate the toll function, transponder on vehicles. New canopy, with 4 lanes. TM Park brought up meeting in PoHR and asked what the plans are for CL. When the Port sells or partners to make jobs. Everything around the river around to Herman Creek, 50 to 250 feet wide at places. Mouth of Herman Creek at the river back to Forest Lane, 200 feet wide riparian zone and park area. Park, swimming and fishing. Hold workshops with attendees, make recommendation to committee. TM Thomson asked about developments near Herman Creek. Part of River front sold to Heuker

Brothers for a fish processing plant. Preserving the Heuker Brothers property. CGRA sailing program will end up at the business park. TM Park asked about the status of the resort. Is it a resort as opposed as a casino? It is a different concept, same location. More employees with the new concept. Resort two major sailing and fishing area, waterpark, paddling. Concept is totally different than before. TM Park asked about the proposed 600 million investment. Will the disc golf course be incorporated in, as would be the Easy climb trail? 80% comes from the hotel. Outdoor recreation. Access to deep water. Kayak facility in the new concept. Cable park? Waterskiing without a boat.

#### 10. Old Business

- A. RFP to be sent out. Deadline for Friday, September 15th. Posted by next Monday.
- B. Brochure update. Audit of changes, list of suggested edits, and comp to review by committee. TM Park motioned that the redesign includes the existing map, TM Daniels seconded. Keep the trail map. Location of where they started. Seconded by TM Park. All in favor. Add trailheads on town map, using a different shape than forest trails. Blow up area of downtown. On businesses that don't have a storefront, add "Call for appointment, and website."
- C. Mobile Kiosk. Gather information. Take to events. Regional events. Help promote CL. Wrapped and branding. Service window. Could come in, wall of brochure and information. Contracting public works guys to move it several times a year. Interact with guests. Tool to interact with visitors. Insulated, hooked up to plug, work on laptop. Good used RV to remodel with easy maintenance. TM Park motioned to pursue bids and research on the mobile kiosk.

#### 11. New Business

- A. September Meeting. Monday, September 18, 6 PM
- B. Eclipse Party. Nay TM Thomson, Nay TM Shelley, all nay. Glasses, nay.
- C. PCT Days, schedule and staffing the booth.
- D. Shirley Carr reported that she was thankful size of the brochures being reduced. She would like rack holders. Problem with Bridgeside. No brochures out on Saturday and Sunday.

#### 13. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Caroline Park, had 2 things to bring up. The Bridge of the Gods, 2k run in town. 1,800 runners. 7 countries and 40 states. 5 am to 7 am pancake breakfast. Clean up at 7 am to 9 am. Flipping pancakes at 4 am. AT the school. Fundraiser for the Xcell program. \$15k deficit. Through SMART.  
August 24th TIB abd CGRA Love your Columbia Day. Community BBQ. End of summer. 6 PM Facebook event on TIB.
- C. Cindilee Baseman. None.
- D. Joseph Shelley. None.
- E. Emmy Thomson. None.
- F. Barbie Daniels. None.

#### 14. Next Meeting Date & Time: September 18, 2017

13. Adjournment. Motion made by TM Baseman to adjourn the meeting, second by TM Shelley. Motion seconded by TM Park. Chairman Fine adjourned the meeting at 8:03PM