

CITY of CASCADE LOCKS – Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, June 5, 6:00 PM, City Hall Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Fine at 6:04 pm. Attending: TM Baseman, TM Park, TM Daniel, TM Shelley. Also attending Sofia Urrutia-Lopez, Gordon Zimmerman.
2. Amendments to the Agenda. Chairman Fine added Skamania Lodge Directory ad to 11D.
3. Comments by the General Public. None.
4. Discussion/Declaration of Potential Conflicts of Interest. None.
5. Approval of Minutes Presented: May 1, 2017 meeting minutes to be approved in August Tourism Committee's meeting.
6. Approval of Financials. TM Park made a motion to approve the financials as stated TM Daniel seconded. Motion carried unanimously.
7. Approval of Bills. None.
8. Staff Support Report – Sofia Urrutia-Lopez. Support Staff reported the website now directs to CascadeLocks.com, with websites updates still happening.
9. Port Report – Jan McCarten. Absent.

10. Old Business
 - A. RFP Video. TM Park made a motion to approve RFP for video production with the following changes: 3 videos to be completed showcasing Fall, Winter, Spring/Summer seasons with the inclusion of story lines as suggested by the Committee, seconded by TM Shelley. Motion carried unanimously. The RFP for video production will be posted in mid-July.
 - B. Brochure Updates. Staff will email the final edits to all Committee Members. TM Park made a motion to print new Tourism brochures in the amount of 20,000 not to exceed \$2,776.00, seconded by TM Daniel. Motion carried unanimously.
 - C. Shirley Carr Contract Renewal. TM Shelley made a motion to renew Shirley Carr's brochure distribution contract in the amount of \$2,000 seconded by Baseman. Motion carried unanimously.

11. New Business
 - A. Strategic Plan Presentation. Support Staff to send the latest edit of Strategic Plan to Zimmerman. Zimmerman will share the latest edit with City Council.
 - B. Tourism Support Staff Contract. Support Staff let the Committee know they had no received any RFPs for Tourism Support Contract, she indicated the deadline is June 9th. Interviews will take place from June 19-23. The Committee came to a consensus to interview during June 19-21 with a Special Meeting on June 22nd for a final decision. TM Park suggested asking Support Staff if she would be willing to contract further for the transition. Support Staff said it would be very important to help the new contractor transition from the time they are hired for a month or two afterwards as there is a lot of information and Support Staff wants the new contractor to be successful. TM Park made a motion to contract support services with Sofia Urrutia-Lopez after July 1, on a as needed basis in a total amount not to exceed \$1,000, seconded TM Daniel. Motion carried unanimously. The Tourism Committee also came to a consensus to skip the July Tourism meeting and resume in August.
 - C. Travel Oregon Governor's Conference Feedback. Support Staff and Chairman Fine discussed what they learned from Travel Oregon Governor's Conference, they both were able to attend all the same classes. Support Staff found the Strategic Plan and Marketing on a Budget very helpful. They both felt attending the conference was very helpful and a great opportunity to network. Support Staff indicated that it seemed the conference goes knew more about the Gorge and Cascade Locks more specifically than in times past.

D. Skamania Lodge book. Chairman Fine was approached to see if the Committee would be interested in placing an ad at the Skamania Lodge's Magazine. TM Park made a motion to approve a full page ad not to exceed \$1,700 if a full page is not available, to purchase the next size down, seconded by TM Shelley. Motion carried unanimously.

13. Tourism Committee Member Reports

A. Debbie Fine. None.

B. Cindilee Baseman. None.

C. Caroline Park. Park spoke about Thunder Island Brewing's success over Memorial Day weekend, they had August numbers in May which is a great sign for things. She also said a Travel Oregon videographer crew, hired by Travel Oregon, took drone photos, timelapse videos and asked Support Staff to reach out to Travel Oregon for videographer suggestions.

D. Joseph Shelley

E. Barbie Daniel

F. Emmy Thomson

14. Next Meeting Date & Time: August 7, 2017

15. Adjournment. tm Park, seconded Daniel

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.