

CITY of CASCADE LOCKS – Tourism Committee Meeting Agenda

TOURISM COMMITTEE MEETING, Monday, March 6, 6:00 PM, Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Fine at 6:00 pm. Attending: TM Baseman, TM Troeger, TM Park, TM Baseman, TM Daniel, TM Thomson, TM Shelley. Also attending Sofia Urrutia-Lopez, Gordon Zimmerman, Jan McCarten.
2. Amendments to the Agenda. TM Park requested 11H. Short Term Rentals to be added to the agenda.
3. Comments by the General Public. None.
4. Discussion/Declaration of Potential Conflicts of Interest. None.
5. Approval of Minutes Presented
6. Approval of Financials. TM Park made a motion to approve financials as presented, TM Troeger seconded. Motion carried unanimously.
7. Approval of Bills
8. Staff Support Report – Sofia Urrutia-Lopez. To go along with budgeting, Support Staff has come up with a calendar of anticipated costs/deadline. This will help everyone to be on track for what to prepare for for that month for what to discuss, make a decision on, etc. A community member has reached out to me about some upcoming events seeking Tourism Committee Members participation in SOLVE Clean Up on April 22nd. Usually SOLVE Clean Ups involve going to the beach, EasyCLIMB trail and/or other tourist visited places. It takes place for approx. 4 hours. Tourism Committee is committed to at least post the event on Facebook and website. TM Thomson volunteered for SOLVE Clean Up. West Columbia Gorge Chamber of Commerce has asked if the Committee would participate in their co-op page for \$250.00 They would like to know by tomorrow, March 7th. The group came to a consensus to forego an ad as they felt it was repetitive to place an ad in the same magazine the Tourism Committee has agreed to put in a co-op ad in already. Sail the Gorge has approached the Tourism Committee if the group would like to place an ad in their magazine, the deadline is March 7th. Cost of the ad is detailed in the print out. Sail the Gorge has also submitted a grant request which the committee will have a chance to review in April. TM Park made a motion to advertise in Sail the Gorge magazine by placing a half page ad with the consideration of including the map as an editorial piece, same as the map provided in 2016 to Sail the Gorge, seconded by TM Shelley. Motion carried unanimously. The Dalles Chamber of Commerce has asked if the Tourism Committee would like to be included in their directory (online) for no cost. Not only will they have us listed on their website but will open lines of communications for future opportunities to partner. There will be two other grant submittals up coming in April: PCT Days and Garage Sale Days. Support Staff will scan the requests and will email them to all committee members before the April meeting, there will be a few copies at the meeting as well. Support Staff Would like everyone to know that Sternwheeler Days is not happening this year. Several people have been asking (community members and tourists) about it already. There is a need for it to take place but lack of organization is preventing it from happening.
9. Port Report – Jan McCarten. The Mountain will hopefully move forward this year in the month of June. McCarten is currently working out details with the Mountain Men and wants to ensure a safe environment is a priority. The Port is developing a rack card specifically for venue rental (private events like weddings). They placed an ad in the Hood River News. Nearly all Saturdays are reserved for weddings in the Port's Marine Park. McCarten has been working closely with Hood River and Skamania County Chamber of Commerce to advertise upcoming events in Cascade Locks. TM Park requested an updated event list include a projection of number of attendees.
10. Old Business
 - A. Strategic Plan Work Session Reschedule. Support Staff presented a working document of the Strategic Plan that her and TM Park have worked on together. Support Staff asked the Committee to

look over the document and to give feedback. The group came to a consensus to schedule the next Strategic Plan Work Session on March 20th at 6:00 PM in City Hall Council Chambers. TM Park suggested inviting partners and other Chambers of Commerce to comment on the Strategic Plan as it nears its completion. TM Shelley suggested a breakfast or dinner open to the public as apart of the open commenting stage.

- B. Bridge of the Gods Mural. Zimmerman updated the group on progress of Bridge of the Gods mural funding. He stated that he wrote a grant request to Reser's Foundation for majority of the funds (\$12,000) while Port of Cascade Locks have budgeted \$3,000 and \$3,000 would come from the Tourism Committee. The project would not move forward until Reser's Foundation has either approved or denied the grant.

11. New Business

- A. Reappoint Chairman, Vice Chairperson. TM Shelley made the motion to re-appoint Fine as Chairperson and to re-appoint Park as Vice Chairperson, TM Thomson seconded. Motion carried unanimously.
- B. Appoint Treasurer, Secretary. After much discussion the Committee decided not to appoint a member of the Committee as Secretary or Treasurer. TM Park suggested Support Staff continue to take notes during Tourism Committee as well as to help Chairman Fine with Treasurer duties.
- C. Budget 2017-2018. The Committee discussed with Zimmerman the 2017-2018 budget. TM Park had asked for categories to be more specific, Zimmerman noted that the umbrella of budget lines were requested last year during budget discussion. For example: Tourism Support includes Budget items such as Tourism Event Promotion, Advertising and Display Fees, and Matching Grant Program under one umbrella. TM Park asked for Support Staff to categorize every expense for the Committee members monthly. The following was purposed: Travel & Training \$3,000, Postage \$300, Utilities \$120, Contract Svc - Audit \$1,200, Contract Svc - TRT Audit \$1,200, Contract Svc - Brochure Distribution \$3,300, Contract Svc - Misc \$25,000, Dues Publications Notices \$2,000, Tourism Support \$50,000 for a total of \$85,920. Capital Reserve \$50,000, Grant Fund #7 \$3,000 and Contingency \$30,080 for a grant total of \$169,000. TM Park made a motion to approve the 2017-2018 Budget as presented, seconded by TM Shelley. Motion carried unanimously.
- D. Travel Portland Marketing Conference - March 16. Support Staff is requested support to attend Travel Portland's Marketing Conference on March 16th from 9:00a-4:00p in Portland. The benefit of the conference is applying the information learned to marketing that directly contributes to the Tourism Committee's messaging and branding as well as helping community businesses understand the benefit of marketing and social media platforms The cost is \$40. TM Thomson stated that she would like to also attend the conference. The conference includes information on: brand marketing, trends in social media marketing, location based strategies, digital marketing: goal setting & expectations, digital trends, etc. TM Park made a motion to support Support Staff and TM Thomson to attend the Travel Portland Marketing Conference, with the fee not to exceed \$40.00 per person, seconded by Baseman. Motion carried unanimously.
- E. Travel Oregon Governor's Conference - May 10-12. Support Staff Travel Oregon's Governor's Conference takes place from May 10-12 in Salem, Oregon. The Governor's Conference lends to experiences of networking and partnership building with more than 450 attendees, exhibitors, sponsors, and industry experts. The Governor's Conference is the go-to place for the latest thinking around product development, social media, marketing, and other travel and tourism industry topics vital for Cascade Locks and the Tourism Committee. Support staff is seeking support in Governor's Conference attendance and lodging. The fee for the conference is \$300 plus \$109 per night. Support Staff encouraged other Committee members to attend, TM Shelley, Chairperson Fine and TM Thomson stated they would like to attend the conference, as well. TM Park made a motion to send Support Staff and Committee Members to the Travel Oregon Governor's Conference not to exceed \$2,500 in fees total, seconded by TM Thomson. Motion carried unanimously.
- F. Brochure Inventory. Support Staff stated there are approximately 10 boxes of full boxes left. Support Staff asked when the Tourism Committee would like to consider a new brochure front cover. The Committee came to a consensus to distribute the rest of the brochures before using new front cover brochures. The Committee also decided to discuss at the next Tourism Committee a new

cover photo. TM Park suggested asking Certified Folder Display what the cost would be to add Salem, Oregon to distribution clients.

- G. Grant Application - Modification. Zimmerman stated he changed some of the language on the Tourism Committee grant to allow requestors better access to funding via the grant process. Funding from the grant is designated to enhance visitor experiences and tourism promotion efforts within the Cascade Locks area and surrounding region of the Columbia River Gorge. The new edition will be sent to Support Staff to give to future partners and post on website.
- H. Cascade Locks Video Concept. TM Park suggested revisiting a video concept for the Tourism Committee to be completed by 2018. The idea would be to put together a commercial that showcases Cascade Locks assets throughout the shoulder season. TM Park will work with Support Staff to put together a Scope of Work.
- I. Short Term Rentals. TM Park discussed with the Committee a proposal being made to the Planning Commission in regards to Short Term Rentals in Cascade Locks. She stated she felt the ordinance was too restrictive. TM Park said it would be detrimental to tourism if the rules and regulations were too restrictive, prohibiting tourists to rent short term rentals as well as deter owners from having short term rentals. She volunteered to draft a letter to the Planning Commission suggesting changes to the proposed ordinance. The Tourism Committee came to a consensus to support the letter drafted by TM Park.

13. Tourism Committee Member Reports

- A. Debbie Fine. None.
- B. Cindilee Baseman. None.
- C. Caroline Park. None.
- D. Harry Troeger. None.
- E. Joseph Shelley. None.
- F. Barbie Daniel. None.
- G. Emmy Thomson. None.

14. Next Meeting Date & Time: April 3, 2017

- 15. Adjournment. Motion made by TM Park to adjourn the meeting, second by TM Daniel. Motion carried unanimously. Chairman Fine adjourned the meeting at 9:00 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.

