

CITY of CASCADE LOCKS – Tourism Committee Meeting Agenda

TOURISM COMMITTEE MEETING, Monday, May 1, 6:00 PM, City Hall Council Chambers

1. Call Meeting to Order & Roll Call. The meeting was called to order by Chairman Fine at 6:00 pm. Attending: TM Baseman, TM Park, TM Baseman, TM Daniel, TM Thomson, TM Shelley. Also attending Sofia Urrutia-Lopez, Gordon Zimmerman, Joanne Wittenberg, Shirley Carr, Karen Young.
2. Amendments to the Agenda. None.
3. Comments by the General Public. Carr commented on the brochure boxes that are stored in the Tourism storage area, she stated there are five boxes left, she is needing one to two more. She will ask the Forest Service about stocking at Rooster Rock this summer. She asked the Tourism Committee if they would like to renew her contract. The Tourism Committee will decide her contract renewal in June.
4. Discussion/Declaration of Potential Conflicts of Interest. None.
5. Approval of Minutes Presented: TM Thomson made a motion to approve the meeting minutes of March 12, 2017 as presented, TM Park seconded. Motion carried unanimously.
6. Approval of Financials.
7. Approval of Bills. None.
8. Staff Support Report – Sofia Urrutia-Lopez. WCGCC and the Tourism Committee are planning a AM Networking either on June 21st or July 19th. TM Park asked if the networking may want to be on June 22nd during a small business showcase at the Pavilion. Support Staff will report back on the decision. PCT Days is coming up in August from the 18-20th and the Support Staff suggested more volunteers this year and more prizes for those attending. TM Park suggested more engaging prizes and prizes that are harder to get, something to get people interested. By the direction of TM Park, Support Staff has been putting together binders that help committee members and future Staff Support to know what is going on, what has happened in the past and what is coming up in the future relating to Tourism. She has initiated the process and will have sample binders ready by June's meeting. By the direction of Zimmerman, Support Staff is to include the cost on invoices. The Columbia Gorge Racing Association (CGRA) has asked for Support Staff to put a downloadable link to their magazine on the tourism website. CGRA has tourism promoted on their website. Support Staff will complete this by June's meeting. Cynthia Henschell, website designer, has asked if the Tourism Committee would like to renew their hosting. The Tourism Committee came to a consensus that CascadeLocks.com needs to be the landing page due to marketing materials and branding consistency. CascadeLocks.net will be kept as well and will re-direct to ".com" instead of the opposite (as it is now). Support Staff will ask Henschell how to handle switching to ".com" as a landing page. TM Park made a motion for Support Staff to research what is the best and fiscally lower in price, whether that is renewing with Henschell or transferring to Cascade Lock's servers, not to exceed \$150.00 in total.
9. Port Report – Jan McCarten. Support Staff presented the Port Report emailed to her. PCTA Trail Skills College this last weekend was a big success! They have a work party scheduled for a Thunder Island weed pull on May 13th. This weekend is Lock Robster – they have about 75 players. They will not play in Marine Park but will play on Thunder Island and the Locks Approach. Cascade Locks Small Business Showcase June 22nd 5-7pm. Hosted by Port of Cascade Locks with cohost Thunder Island Brewing. More information coming very shortly. First REI ride on the EASY Climb – May 13th. Working on a Bike Rodeo and the School for June 1st. They currently looking for volunteers, there will be a fundraiser for bikes and prizes, as well. Contact the Port of Thunder Island Brewing for volunteer opportunities.
10. Old Business
 - A. RFP Video. Support Staff presented a rough draft of the RFP for Videographer. She asked the Committee to look over the details and discuss further in June.

- B. Strategic Plan Input Event. Support Staff presented the Strategic Plan Mixer poster which included important information pertaining to the event. Information included date, time, details and what the purpose of the mixer is. Support Staff has secured a location, Bridgeside, as well as dessert. The mixer will start at 6:00 PM with a presentation by the Tourism Committee to start at 7:00 PM. TM Park suggested running the mixer like a Travel Oregon Stakeholder Meeting, she will help with details. Support Staff will ask for the projector and display photos taken by Michael Peterson. She will also provide a simple Power Point. TM Park, Chairman Fine, TM Thomson and TM Daniel will be available to attend. TM Park made a motion to support supplies and dessert provided by Bridgeside for the Strategic Plan Mixer in the amount of \$500.00 total, seconded by TM Thomson. Motion carried unanimously.
- C. Brochure Updates. Support Staff presented changes made to the brochure. She has included new photos on the back page cover, deleted and added new businesses to the map. The Committee has asked her to finalize all details and come back in June with the final proof. They would like to order new brochures in June.
- D. Support Staff Contract. The Tourism Committee has renewed Support Staff's contract.

11. New Business

- A. WCGCC. Young, the director of the West Columbia Gorge Chamber of Commerce, has been the director for the last seven months. She encouraged someone from the Committee to be a part of the Board of Directors at WCGCC. They take place every third Thursday of the month. She would like to have more open communication with the Committee, the transition between directors and board members have initiated them to all start over, she is trying to keep up with information and ideas. Young stated she will be in touch in the near future for how to collaborate more. TM Park thanked Young for coming out to Cascade Locks, she would like to see more face to face time and encourage a quarterly or bi-annual representation. Young stated she knows they promote a lot of individuals to Cascade Locks and usually provides brochures to all that come into the visitor's center.
- B. We Speak Gorge Workshops. TM Daniel stated she will be in attendance on May 22. Support Staff will provide more information to businesses as the date approaches.
- C. Quilt Block Trail Ad - Best Western Directory. Wittenberg stated an opportunity has arose to include an ad in the Best Western directory for the Quilt Block Trail. Hankel from the Museum has committed to sharing a page with them. She asked if the Tourism Committee would support a new opportunity to advertise a different, unique thing to do in Cascade Locks. Motion made by Park, as part of Tourism Support Line Item in the amount of \$200.00 with the agreement for Quilt Block Trail to table or volunteer for a shift in the future, seconded by TM Thomson. Motion carried unanimously.

13. Tourism Committee Member Reports

- A. Debbie Fine
- B. Cindilee Baseman
- C. Caroline Park
- D. Joseph Shelley. TM Shelley proposed a new idea that would take place from Cascade Locks to The Dalles involving marathon runners. He stated that it would take approximately three years to plan and gather details as well as a business plan. He would not carry out the event unless there was support from others but said it could be a great new opportunity and attract tourists to spend the night.
- E. Barbie Daniel
- F. Emmy Thomson

14. Next Meeting Date & Time: June 5, 2017.

15. Adjournment. Motion made by TM Baseman to adjourn the meeting, second by TM Park. Motion carried unanimously. Chairman Fine adjourned the meeting at 7:45 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.

