

CITY of CASCADE LOCKS — TOURISM COMMITTEE MEETING,  
Monday October 2, 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. TM Shelley mentioned that he might be leaving the committee.

2. Amendments to the Agenda. New Business.

A) Subcommittees

3. Comments from general public.

Lety Abbott proposed putting together a Trunk or Treat event for Halloween to keep the kids local. Gordon Zimmerman said he would waive the fee if they wanted to use the City Hall Gym for a haunted house. Advertising events in Willamette was discussed and capitalizing on public sentiment and the outpouring of love. It was motioned to be an ad in Willamette Week. TM Park motioned that we place a monthly ad in Willamette Week or similar publication. TM Daniels seconded. TM Shelley sustained from voting. Neil McCormick also attended.

4. Discussion/Declaration of Potential Conflicts of Interest

TM Park said that she had potential conflict with CascadeLocksStrong as it benefitted Thunder Island Brewing

5. Approval of minutes. Approval of August 7, minutes. Motioned by TM Shelley and seconded TM Daniels. All in favor.

6. Approval of Financials.

Did not get financials due to fire evacuation.

7. Approval of Bills

8. Staff Report

Staff reported on efforts during the Eagle Creek Fire to stay connected without email. Posted to Facebook, Visit Cascade Locks had 36,000 visits in one of the fire weeks. Also shared about attending the CGTA meeting and the discussion about the fire and how to restart, and the effect that now things can be regulated differently as the highway and trails reopen. Crowd control. Car free travel, and controlled traffic on the scenic highway.

There is a push on to teach people to rebuild trail. Push for more events because of lack of hiking. Travel Oregon reported that People are calling from all around the world. "Some the Gorge some Love" benefit through Travel Oregon features Thunder Island Brewing and The Magical History Tour. Discussed using the artwork drawn for CascadeLocksStrong on other materials. Writing on information about the fire. Report on PCT Days, Jason estimated 3,000 attendees. They raised about \$6,000 for the PCTA. Jason donated \$400 personally to CL. He wants to do a benefit for CL in the near future.

A couple of FAM trips coming up, October 29 and November 3. Travel writers attending a conference in Portland.

#### 9. Port Report — Port Manager, Paul Koch

Port Manager Koch reported that the Port is contracting with Tom Owns to assist in with \$50k in the Ports budget to implement renovations of the Pavillion. The upcoming possible resort discussion is in the same place. He mentioned how Bernadette and Jan are working together, and the positive effect of this. There will be a Forestry symposium regarding healthier forest, and how to increase jobs in the forestry industry. It will be put on by OSU and attended by Senators Ron Wyden and Jeff Merkley. Shooting for about 100 attendees, and have had a lot of interest

TM Park, Thanks for keeping the bridge open. Note that events that the port hosted were fantastic.

#### 10. Old Business

##### A. PCT Days

Because of little time to prepare the tourism booth had nothing to bring people in. Next year will be planned out more accordingly. TM Park requested a debriefing of PCT Days for 2017, and ideas for next year. We'll look at it again in May.

##### B. Cutouts

Descision regarding the cutouts and the need for them here in Cascade Locks, their popularity, and being tagged when a photo is taken. Ideas include Lewis and Clark, hikers, and riverboat captain.

##### C. RFP for video, bids, extend date

RFP to be sent out. TM Park motioned to set the deadline out to Friday, November 15<sup>th</sup>. Bids to be reviewed before December meeting. Seconded by TM Daniels. All in favor.

##### D. Multnomah Falls Kiosk

Cost of the Multnomah Falls Kiosk was discussed. It was decided that we would keep the space even if there were not enough funds to cover the cost. There will be three new advertisers next quarter. TM Park motioned to keep the price the same for the ads, seconded by TM Baseman. All in favor, motion carried.

##### E. Brochure update.

Staff presented three different bids for printing. Premier Press was the best bid. #Cascade Locks Strong artwork will be used for the cover. Please send info, photos, and copy. Closures, language to suggest that they look for updated info on the USFS site.

#### C. Mobile Kiosk

##### Mobile kiosk

Staff presented a bid that gave a generic idea. Cost of the trailer is generalized. Help was requested with gathering info. We'll keep an eye out.

#### 11. New Business

##### A. #Cascade Locks Strong

TM Park reported on [www.cascadelocks.com](http://www.cascadelocks.com). The website generated over 200+ orders. Postcards were printed and are available around town. TM Park also started a FB page , it

is very popular. She requested reimbursement for postcard, printing and out of pocket expenses. Cascade Locks Strong has been covered in the news. TM Park also requested funds for FB advertising for Cascade Locks Strong. She hasn't passed on any cost there than transaction fees to the participating businesses. The FB ad money would be for late coming businesses. Expenditures to date were \$300 to \$400. TM Shelley made a motion to pay bills, seconded by TM Thomson. Allowance for advertising is \$300 and will run through Christmas. TM Fine for the fourth quarter. TM Shelley seconded it.

B. Skamania Chamber Magazine

Discussion was held as to whether or not to participate in the upcoming Skamania Chamber Magazine. TM Park motioned, TM Thomson seconded. All in favor. Aye.

C. Harvest Fest

After discussion it was concluded that there was not enough time to put together the event.

D. T-shirts, cups and bandanas

Staff will gather bids.

E. Subcommittees

A good idea, more information needed.

13. Upcoming Events

Add hours, up to 10 hours a week. Contract tourism support staff an additional 10 hours a week to help the community recover post fire for the next 6 months. Time spent on specific tasks. CascadeLocksStrong. CGTA is helping us and working with Travel Oregon divert resources to the gorge. Additional contracted hours will help to work with the fire situation and increased tourism related inquiries. TM Park motioned, motion was seconded by TM Thomson to increase contract staff for up to 10 hours a week time spent on social media, media and correspondence. Period of increased hours will be from October to March. All in favor Aye.

Thunder Island Brewing is celebrating their 4<sup>th</sup> Anniversary on October 21.

13. Tourism Committee Reports

A. Debbie Fine, none.

B. Caroline Park, The outpouring of love has been overwhelming. The CEO of Travel Oregon came twice to Cascade Locks. Trail skills colleges will be held teaching volunteers who are reaching out to rebuild the trails.

C. Cindilee Baseman. None.

D. Joseph Shelley. None.

E. Emmy Thomson. None.

F. Barbie Daniels. None.

14. Next Meeting Date & Time: November 6, 2017

15. Adjournment. Motion made by TM Park to adjourn the meeting. Motion seconded by TM Baseman. Chairman Fine adjourned the meeting at 8:04PM

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