

CITY of CASCADE LOCKS — Tourism Committee Meeting Agenda
TOURISM COMMITTEE MEETING, August 4, 2025 at 6:30pm in City Council Chambers

1. Call meeting to order and roll call
2. Amendments to agenda
3. Discussion of/Declaration of Conflict of Interest
4. Public Comment
5. Approval of minutes
 - a. June 2, 2025
6. Approval of financials
7. Approval of bills
 - a. PCT days merch invoice
8. Old business
 - a. PCT monument update
9. New business
 - a. Discussion: Brochure distribution around Cascade Locks
 - b. [Hidden Disability Sunflower Project](#) training opportunity
10. Upcoming Events
 - a. PCT Days volunteer schedule
11. FCLHM Updates
 - a. FCLHM report - Downtown Action Items
12. Committee member reports
 - a. Heather Weaver
 - b. Sara Patrick
 - c. Nathan Jones
 - d. Miranda Audritsh
13. Meeting close, and next meeting times

Public access to the meeting is available via Zoom.

Meeting code 858 5122 7120, Password: citymeet | Phone:1-253-215-8782, meeting # is 858 5122 7120, passcode 54529661

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.

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes
TOURISM COMMITTEE MEETING, June 2, 2025, City Hall at 6:00 pm

1. Call meeting to order and roll call (6:09pm)
 - a. Nathan Jones presides over the meeting as Vice Chair
 - b. Nathan Calls meeting to order and all members present, Heather Weaver via Zoom (6:09pm)
2. Amendments to agenda
 - a. Adding 2023 City files handoff as section 7b.
3. Discussion of/ Declaration of Conflict of Interest
4. Public Comment
5. Approval of minutes (6:11pm)
 - a. May 5, 2025
 - i. Correct committee member name from “James Beard” to “James Ross Bright”
 - ii. Amend Marianne Bump’s comments to speaking as a citizen, not representing City Council.
 - iii. James Ross Bright moves to approve the minutes as amended. Sara Patrick seconds. Minutes approved unanimously. (6:13pm)
6. Approval of financials (6:14pm)
 - a. 2025-2026 budget
 - i. Opening discussion about the budget that is being examined, that based on the last meeting that Janice Crane was not a part of they decided to keep the contract as it is.
 - ii. Overlook Park, James Ross Bright introduces the contract with Tourism and the City of Cascade Locks over the cost estimate (\$20k). He says that the costs shouldn’t be paid out with TLT funds, that the contract says that the City has taken accountability for the bathroom maintenance.
 1. Heather Weaver brings up that if we keep that budget as is, then we have not committed to having the City perform maintenance.
 2. Janice explained that the reason it is on this next budget, despite not being in past budgets reflects the urgency of the situation, and that whether or not we fund it and the city does or not accept that action, or we can pay it and contract out maintenance.
 3. This budget line came after Janice Crane gave her quarterly year review and that it was brought up.
 4. Heather Weaver advocates that the bathrooms are a tourism facility, based on the availability of data.
 5. Nathan Jones says that the \$20k is being put in it own line item as a way of prioritizing the cleaning, and that we can

put stipulations around how the bathroom gets cleaned if we were to take funding from TLT.

6. James Ross Bright reiterated that the grant and contract says that the city is responsible for this work, and that they aren't maintaining it based on priority.
 7. Heather Weaver states what kinds of stipulations, like daily cleaning, and regular maintenance as part of that funding.
 8. Nathan Jones suggests that we move this funding out of just "Overlook Park" line item, and into contracts services
 9. Sara Patrick makes a motion to move Overlook Park to new line item "contracts" Heather Weaver seconds all approve
 10. James Ross Bright asks if they don't fulfill their contract and they don't maintain the bathroom, then would we be locked in for a year?
 11. Nate Jones, says no, we are always able to go in and change the budget.
- iii. RARE is finished we can put that \$15,000 in other areas
- iv. PCT Days postage, is mailing the post cards for the event
1. Miranda asks if there is a way we could get updated post cards
 2. Nate Jones suggests event promotion could be a place to move some or all of the \$15,000 formally appropriated for RARE
- v. Utilities for the Visitor Center/Museum
1. Last year was about \$4,000, budgeted for \$10,000
 2. James Ross Bright asks why the City is continuing to pay for the utilities when the Port owns the collection and the building. Janice Crane tells the committee that the museum utilities was covered by the city when the FCLHM took over care of the collection, that the city took over the price of the utilities as a thanks, recently the Port took over the collection, it is still in the works and it was considered that since it houses the Visitor Center that it would be a good place to fund the utilities. James Ross Bright says that we should take it out. Miranda Audritsh asks if the Port doesn't take it what will happen. The museum will start getting the bills. James Ross Bright reiterates that if the Port is interested in owning the collection then they need to take over the costs associated with it. That the Port has more than enough money, and that the bridge makes enough money to pay for it. Heather Weaver asks that if we put it off the costs that City Council may override that decision. Nathan asks why the amount is \$4,000. Janice explains that mosts is for IT services with Radcomp. Miranda brings up that Radcomp is a service that the

Visitor Center uses more than the museum. James Ross Bright reiterates that the Port and the \$3.5 million they bring in from the bridge should pay for the utilities, and that these are taxpayer funds so the Port should take over funding the utilities and that money should go to supporting the city.

a. Nathan asks if the Port has a mission of economic development through the tourism sector then why aren't they in charge of TLT? Janice Crane explains the Port switches back and forth between tourism and industry infrastructure. The city has the funds because they leveraged the tax.

i. Nathan requests that we put together a meeting with representatives from the Port and the City to help understand the relationship between the two.

vi. Contract Services Admin

1. James Ross Bright brings up that the \$25k is misrepresented of the offset budgetary years and that there should be an extra \$11k to represent that difference to make it to November.
2. James Ross Bright talks about the RFP and that there should be more specific things from our contract because committee members don't have the rights to request that certain things be done, and because the service level agreement is only for 20hrs per week but knowing that it takes much longer than that then the new budget should reflect a larger amount moving forward in December, the amount should reflect the more services requested.
 - a. They want a weekly Flash Report
 - b. They want better management of the brochures
 - c. Janice says that they can move the money from RARE to appropriate this correctly
3. James Ross Bright wants them to be 2 separate budgets to make it clear what they are trying to accomplish
 - a. The City made this choice so that they didn't put lots of things for RFP all at the same time
 - b. Decided to rename the line "end of contract"
 - c. James Ross Bright wants to know if this is a 30 or 40 hour position. There is a proposal is for 40 hours a week for the Visitor Services Administrator. Janice Crane explained that they were able to create a 40 hour position by combining two positions.
 - d. James Ross Bright explained that this number is still too low because they have other expenses.

Janice agrees and says that 20% on top of that would be more accurate.

- e. Heather Weaver asks, “Is this line item for just the admin or is it also for the visitor services roll as well?” Discussion about renaming the item to better differentiate the two roles.
- f. Discussion about moving RARE into the line item and how the line item will increase after December because of the offset in the fiscal vs calendar year, and how that would make it closer to \$50k.
- g. James Ross Bright brings up that the Visitor Center is closed during the winter because the museum is, and these are details that they should be finding a place where they can have the Visitor Center on Main Street and year round. Discussion over the location and price of rent would change the budget as well, and a good time to relook at the budget. Heather Weaver says as we discuss the details of these changes, we should compare to other towns in their Visitor Center as well?

vii. Picnic Table Line Item

1. Heather Weaver suggests we budget to add 2 picnic tables at both Overlook Park and the park outside the cemetery, ADA accessible. \$1200-\$1500 each.
2. Discussion about where they should move the money from to make the budget balance and what line item it should come out of, or if it should be it’s own line item. Discussion about retiring old line items is also something that should happen. Budgeting how much money should also include some costs for installation. James Ross Bright suggests that picnic tables budget should be \$8k to account for any extra. Janice asks where the extra \$8k would be coming from. James Ross Bright asks if it could come from the “slush” fund. Janice clarifies that the \$40k is for the Visitor Center fund, which is reserve capital that was meant to build a new Visitor Center. Nathan suggests we put it into public art installations or something more general to allow annual project planning to be more flexible from a single fund. It is suggested that we put it out of community stewardship projects. Miranda asks if there is a chance we might move to 1 picnic table at each spot. Heather says she feels that it would be better to do two at each spot.

viii. Other Projects that should be funded

1. Murals on Bridge of Gods: Too expensive, maybe next year

2. Flower Pots on Main Street: Something for Main Street to take over.
 3. Public Art Installations: Banners on the Light Poles. General agreement that it would be a popular idea, and that there weren't any for Memorial Day weekend. Suggested that Main Street could apply for a grant and that would still be in the budget.
 4. Electric wheelchair adapters: It's also something that could be applied for with a grant and still be within the budget, or that we could support Bike the Gorge apply for a grant that would give them access to the funds.
 5. Portland Super Cities distribution (\$1000): Not the best fit for us
 6. Billboards along I-84: Funds would come out of marketing support. Average costs around \$5,500/month. Discussion about it being a cool idea, but that it wouldn't be fiscally responsible. East of the Dalles is seasonal and more expensive than Troutdale. Decided not to include this year.
- ix. Sara Patrick makes a motion to pass the 2025-2026 budget as discussed and amended. Heather Weaver seconds, all in favor. (7:44pm)
7. Approval of bills (7:53pm)
- a. Brochure updates updated quote
 - i. Nathan Jones suggests that we say "not to exceed" when making motions for requests for work so that there is flexibility to move forward with projects without needing a new motion at the next meeting.
 - ii. Printing was approved at the committee meeting on November 18, 2024.
 - b. 2023 City files Handoff
 - i. Janice Crane gives an explanation of why the latest update of the brochure file was not located until recently. The 2023 handoff included an external hard drive and email that had all the previous documentation. The external hard drive was formatted for a Mac, so Radcomp converted them and uploaded them to the cltourismstaff OneDrive. The documents were compiled by at least two different people and many of them are difficult to understand or know where they would be.
 - ii. Amber Alvi gives her perspective on reorganizing the digital files and how much time and effort it takes to make it something usable for the future. Many are design files that have images, fonts, and formats that are specific to certain media and are mismarked and can only be opened with the right software. Can't preview most of the files, many times have to download.
8. Old business

9. New business

10. Upcoming Events (8:34pm)

a. PCT Days swag

- i. James Ross Bright emailed the committee members and not the contractors for his ideas of what he thinks would be good and the quotes for them. Asks what the purpose of the swag is and for suggestions on what's going to be most practical. In the past, water bottles and tote bags weren't popular with hikers, t-shirts are loved by everyone, and things that are lightweight and useful. Nathan suggests that carabiners are his favorite suggestion. Amber Alvi informs the committee that the Port has given \$2500 for PCT days swag, but we need to put the Port's logo on it. Suggests lot more t-shirts this year. Heather Weaver suggests that we are more size inclusive and have more smalls and mediums than large/x-larges. Amber suggests we put in a few kids sizes. James Ross Bright recommends company Wears My Shirt. Estimates \$12/shirt for shirts that don't have seams. Costs change depending on who the merchandiser is. Heather Weaver suggests that the shirt is a memento and that not everyone is hiking in their shirt. James Ross Bright suggests that we buy 250 shirts and split the costs with the shirts and that we focus on how many shirts in each size. Order 50 smalls, 130 mediums, 50 larges, 20 x-larges. Bandanas are something everyone wants, can be shared with the Port. Discussion about potentially ordering small swag, including buttons, patches, and carabiners. Hat order: Beanies were \$5.35 got 130 them in 2024. Trucker hats were leftover from the previous year. Heather Weaver suggests that we do a neon color trucker hat this year. This is something we should be able to share with the Port as long as we thoughtfully place where the logo goes. Nathan Jones suggests 200 trucker hats. James Ross Bright asks how many beanies should we get, 150. Total would be around \$3500. Discussion about how to spend the last little bit of money. Amber Alvi suggests that we could give out fresh fruit or fuel canisters. Discussion of designs and designers for the products.
- ii. James Ross Bright motions that we make the following not to exceed \$5000 including the \$2500 coming from the Port, Miranda seconds all approve at (8:34pm) Ordering: 250 t-shirts cosponsored with the Port, 100 bandanas cosponsored with the Port, 500 carabiners, 200 trucker hats, and 150 beanies.

11. FCLHM Updates

- a. FCLHM quarterly report: Janice Crane presents her written quarterly report as prepared for city council. Notable content includes growth in visitor information services can be contributed to consistency and creating a separate Google Listing for the Visitor Center. Museum got statewide television commercial coverage from grant won through Oregon

Lottery/Oregon State Parks. FAM tours are a great way to introduce professionals to our area. Collaborative work results in shared PR coverage with organizations with larger marketing budgets, such as Travel Oregon. Attended Oregon Media Marketplace which led to print media articles features and PR contacts for upcoming coverage. We also get a lot of free advertising because of the Multnomah Falls permits. There's an attached appendix with a comprehensive list of the activities we do for Tourism work. Attachment for a Travel Oregon Destination Studio that would help us organize our path forward.

12. James Ross Bright excuses himself to leave at 8:48pm
13. Janice/Amber report on Bootcamp/Gorge Tourism Summit
 - a. Bootcamp is the most impactful of the Travel Oregon conferences. It focuses on growth models and specialized trainings for DMOs. Destination Stewardship, framing tourism as economic resilience that focuses on local improvements that benefit communities and tourism. Using marketing as a way to build stewardship. Increased opportunities to network with professionals, including one-on-one meetings with Travel Oregon and industry leadership.
14. Committee member reports
 - a. Heather Weaver state that she needs to leave at 9:03pm, which will end the quorum. Committee members state that they have no urgent reports to make.
15. Meeting close
 - a. Sara Patrick motions to adjourn. Heather Weaver seconds. Meeting adjourned at 9:06pm.

PCT DAYS SPONSOR INFO

Questions / Issues? Please don't call Jason! Visit the Info Booth or contact our staff:

Sponsor / Booth needs: Lindsay Malone: 801.231.6434 or Jess Kubat: 207.831.4754.

Supplies / Pavilion issues: Linda Jellison: 503.515.8128, Wendi Wilson: 208.771.6944

Security / Perimeter Fence Issues: Steve Nielsen 503.330.8487.

Camping / Bathroom Issues: Stuart Gleason: 503.730.6864 or Marissa Gleason: 503.984.5487

EMERGENCY CONTACTS

Emergency: 911

Local Fire / Paramedics: 541.374.8510. Local Police: 541.374.8619

Hood River Sheriff's Office: 541.386.2098 ext.100

Oregon State Police (booth is near entrance of the sponsor area.)

Directions: Cascade Locks, Oregon is 42 miles east of Portland, 20 miles west of Hood River, and is located just off I-84. From I-84, take the Cascade Locks exit. The entrance to the Marine Park is off of WaNaPa (Main) Street. Address: 355 Wa Na Pa St, Cascade Locks, OR 97014.

Sponsor Arrival / Booth Setup: Arrive between 8 - 11am on Friday, August 15th to setup your booth. If parking a vehicle behind or as your booth, it can't be longer than the width of your booth (10ft or 20ft) and you must arrive on Thursday, August 14th between 3-7pm and email Jason to confirm early bird arrival: pctdays@gmail.com.

PCT DAYS opens to attendees at 12:30pm on Friday, so we can't have vehicles in the same area as attendees for safety reasons after 12:30pm. Upon arrival to the Marine Park, staff will direct you to the back gate for guidance. You will be able to drive to your booth space, drop off your things, then park in one of our parking lots at no cost. One lot is in the park and the other one is across the street from the entrance to the park. The two numbered stakes mark the FRONT corners of your booth, where the front left and right canopy legs should line up. Leave the stakes in place, these numbers also help attendees find your booth on the map and we need them for next year, so do not take them with you! Vehicles over 12' tall will not be able to enter the Marine Park!

Suggested booth operation times: Friday 12:30 to 6 pm, Saturday 8:30 am to 6pm.

Departure / Booth Breakdown: Breakdown is 8 - 11 am on Sunday, August 17th. Due to safety and to avoid disrupting the event, do not tear down or vacate the event site until Sunday morning unless you make prior arrangements with Jason. If you must leave on Saturday, you will need to hand carry everything to your vehicle after 7pm. If you parked at your booth, it will need to remain there until Sunday am. We have to be gone from the event site by 11 am. Please bring all trash / recycling to the collection stations. Do not dump any materials such as display racks, swag, etc unless it can be brought back to where it came from!

Booth Logistics: Bring at least two people to staff your booth for those bathrooms / food breaks and to make it easier to connect to people! Tables & chairs will be delivered to the booths for sponsors that ordered them. (Summit, Headline, & Title sponsors get them at no cost.) Bring rope / stakes, etc. for canopies in the case of windy conditions to help secure your booth! There will be overnight security to watch the stage and sponsor area. Do not leave valuable gear out in the open overnight, especially if not camping at your booth. Lowering canopy legs helps cover products. No PA systems are allowed at sponsor booths.

Bring table covers for the 6' tables to make them look best. These are great: https://www.amazon.com/Tablecloth-Rectangular-cover-Tight-Linen-Fitted-Tradeshows/dp/B08CK9M6J9/ref=sr_1_2_sspa?ie=UTF8&qid=1529013142&sr=8-2-spons&keywords=6%27%2Bfitted%2Btablecloth&th=1. You can get custom covers with your name/logo here: <https://www.strikenow.com/>.

Sales: There is no requirement to sell products, but attendees will be looking to make purchases and you keep all revenue (no sales tax in Oregon.) The public wi-fi is slow and its best to bring your own dedicated hot spot with a mobile POS for online transactions and / or offer cash sales, (ATM's onsite.) Coupon codes work well for limited time deals to attendees and you might be able to work with Next Adventure and / or Mountain Shop to get people to their stores post-PCT DAYS.

Banners: Bring a banner(s) that marks your booth with your brand name / logo. A custom printed top for your booth canopy is best. Alternatives are feather / flag banners to go out front of your booth. Summit, Headline, & Title sponsors: review the sponsor deck to see what banner placements you get, all of which must be in-ground feather banners...no horizontals except at your booth. This company does a great job at printing banners, etc: <https://www.strikenow.com/>.

Power & Water: Everyone will have access to potable water. Headline and Summit sponsors (who paid for it) will have access to power and water near their booth. Bring a 20-25 ft extension cord to be sure you can plug into the supply post. Please do not operate high voltage / amp-drawing electronics or PA systems.

Camping / Lodging: Sponsors can camp in tents in front or back of booth spaces or on Thunder Island at no cost. There are 15 vehicle camping spots with hook ups in the Port of Cascade Locks Campground, which is located in the park. To make a reservation, email Lauryl: campground@portofcascadelocks.org or call 509.637.6911 and let her know you are coming to PCT DAYS. If not wanting to camp, book ASAP for lodging! <https://cascadelocks.com/>. You can also look into lodging options in Hood River, OR (20 minutes way) Stevenson or Carson, WA (10 minutes away.) Avoid the Columbia Gorge Inn in Cascade Locks.

Showers: Available at the bathroom building in the Marine Park RV/Camp area, about 200 yards west of the sponsor area. Bring your own towel, soap, and flip flops! There will be a kiosk with the code and/or you can get the info on the sign or from the camp host. The best time to shower to avoid long lines is between 5-6:30am, 11am-4pm and 7:30-9pm. If you need to cool off in case it's a hot day, go over to the beach, which is about 200 yards east of the sponsor booth area, (see map.)

Town Services: Restaurants, gas stations, and a grocery store are all within walking distance. If you need something from a hardware store, there is one in Stevenson, WA, which is only 15 minutes away. For more information on Cascade Locks, visit: <https://cascadelocks.com/>

Food & Beverages: Thunder Island Brewing will be serving beer and cider and Triple Crown Coffee will be serving coffee. A wide-variety of food will be provided by food carts. Food & beverages will be available Friday at noon until Saturday night. Alternatively, there are a few restaurants in town: <https://cascadelocks.com/>

Alcohol: Beer & cider will be for sale, which must be kept within the fenced in area and no alcohol will be allowed on Thunder Island. Sponsors can bring their own alcohol, but do not open or consume it between 12pm & 10 pm on Friday & Saturday!!!! Please do not violate this policy or else you, PCT DAYS, the landowner, and the breweries can get fined and the festival could be shut down by the OLCC!

Raffle Donations: Bring raffle items to PCT DAYS. Our staff collects raffle items on Friday shortly after you arrive and before we open. There will be a raffle on Friday & Saturday evening. Thanks for the donations, all proceeds are donated to the PCTA, ALDHA-WEST, and TKO!

Dogs: No dogs other than registered service animals are allowed since we had too many issues with them in the past (poop, biting, and tripping people with lines.)

What to Bring: If camping...a tent, sleeping bag, and sleeping pad are essentials. Camp chairs or blankets are great to have. Clothing-wise, shorts or pants, along with a long sleeve shirt and fleece / jacket are all that are usually needed. Although there is plenty of shade, bring sunblock and/or a hat. For those who get cold easy, a hat, gloves, and extra layers can offset the rare chance of a cooler than normal night. Coolers are nice to have for food & beverage storage and a headlamp or flashlight is great to have at night. If you are a light sleeper, earplugs can reduce the sound of passing trains or the person snoring next to you!

Shipping: There isn't a location to ship to at the event site. Use FedEx for inbound / outbound shipping of anything from 100 pounds on up. Here is the link to the location: <http://local.fedex.com/or/portland/PDXRT/> This is at the Portland airport, so it's very convenient for anyone flying in to PDX, picking up a rental, etc. and it's 40 minutes west of Cascade Locks / PCT DAYS. Call 503-249-6431 to make arrangements. The FedEx at the Portland airport only accepts express packages. Anything shipped ground will get returned to sender. If the package does get returned, call the Fedex distribution center on 6447 north cutter circle in Portland. 503-737-3800.

Web resource. Text retrieved from <https://www.hood-gorge.com/accessibility-resources-for-tourism-businesses> on 8/3/2025

MT HOOD & THE COLUMBIA RIVER GORGE

Accessibility Resources for Tourism Businesses

Online Trainings/Certifications

Hidden Disabilities Sunflower Training

The Hidden Disabilities Sunflower supports people living with non-visible disabilities by raising awareness, training businesses, and sharing stories to help create a more inclusive, understanding society. The Sunflower is a subtle, voluntary, visual cue that your visitors might need a little extra assistance, and a signal that your team is ready to welcome them. The Hidden Disabilities Sunflower training videos are essential for your company to become Sunflower-friendly. This training will help your workforce understand what the Sunflower symbol means, what non-visible disabilities are, and how to approach and support individuals wearing the Sunflower. **To access the FREE training, get in touch with ithaca@hood-gorge.com.**

Watch the video below to see how the HD Sunflower Program has been implemented to enhance the experience for visitors and staff at Mt. Hood Meadows:

[Video link: <https://youtu.be/fBqckrywfns>]

Take the HD Sunflower Training

Experience Mt. Hood and the Gorge is pleased to offer Hidden Disability Sunflower training to any business in the region at no cost to you (usually a \$500 certification). Complete the online training video with 70% recommended staff participation to receive your HD Sunflower support kit, including placards, staff lanyards, and pins, and receive a listing on the Sunflower-friendly Places website. Access the HD Sunflower training password by contacting Ithaca Janzen, ithaca@hood.gorge.com.

PCT Days 2025

Thursday, August 14, 2025		
Time	Activity	Volunteers
5pm-10pm	PCT Days PreFunk at Thunder Island Brewing	<i>Not required, just FYI</i>
Friday, August 15, 2025		
Time	Activity	Volunteers
8am-11am	Setup	<i>Recommend at least 2 people</i>
12:30pm-6pm	Booth Operations	<i>Recommend at least 2 people at all times</i>
6:30pm-8:30pm	Sponsor cruise aboard the sternwheeler	<i>Not open to external volunteers</i>
Saturday, August 16, 2025		
Time	Activity	Volunteers
8am-6:30pm	Booth Operations	<i>Recommend at least 2 people at all times</i>
Sunday, August 17, 2025		
8am-11am	Breakdown	<i>Recommend at least 2 people</i>

Current volunteer pool: Committee members, city council, port commissioners, previous committee members, museum staff, port and city staff

Potential volunteer pool: MainStreet Cascade Locks, Columbia Area Transit staff, Gorge Canoe Club, RDMO staff, Visit Hood River staff and board members, museum volunteers, general resident solicitation

Recommendations for Downtown Revitalization

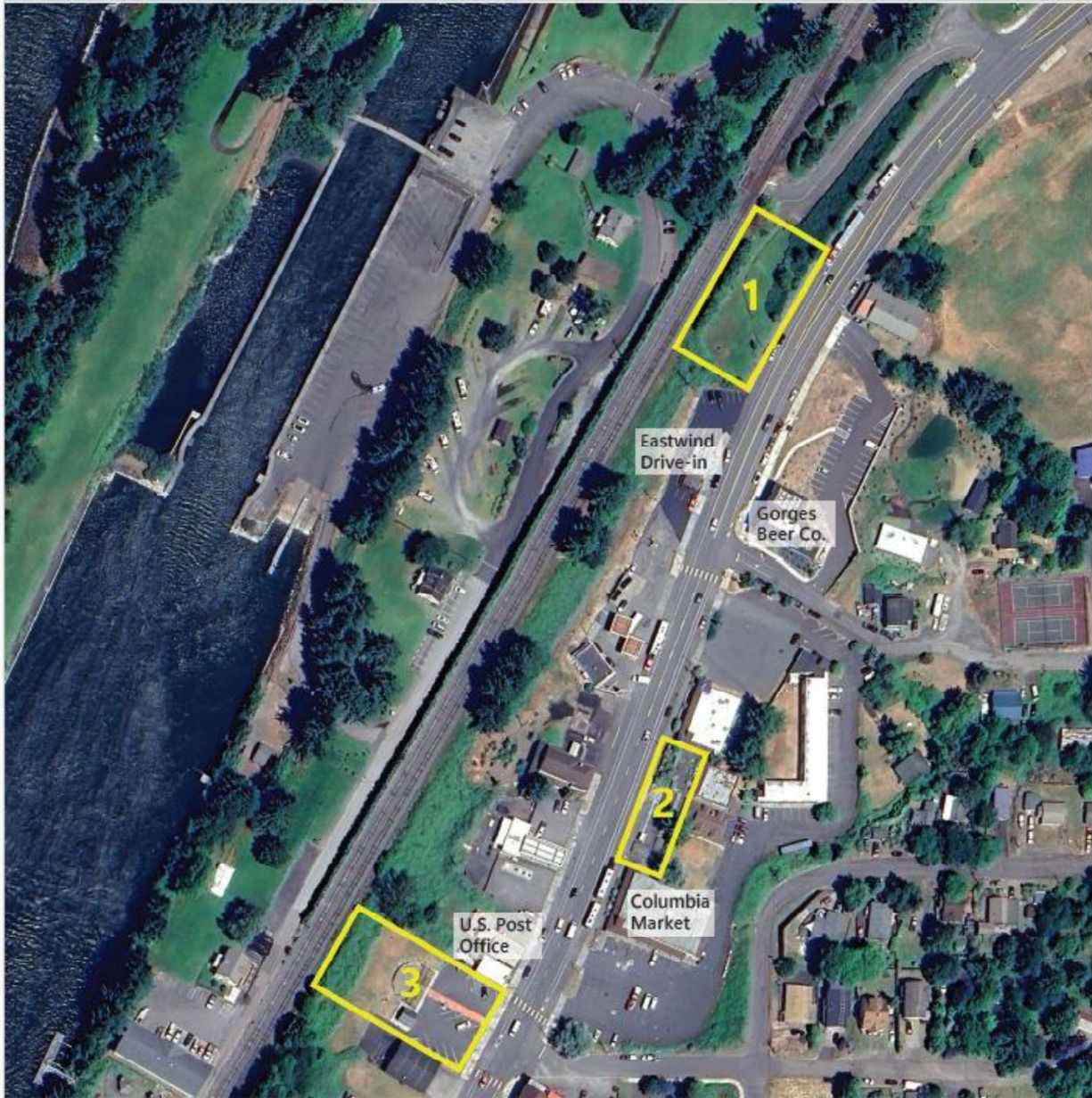
Recommendations		Implemented by:					Timeline
		TSP	Current Plan	City	RARE	Main Street	
Downtown District Form	Expand the Downtown Zone to include all properties facing WaNaPa		x				short
	Explore potential of redesignating/rezoning Port-owned properties around Marina Park from "Public" to "Downtown"		x				short
	Modify Downtown Zone to allow a broader range of businesses, services, housing, and recreational opportunities		x				short
	Reduce code barriers to outdoor seating		x				short
	Develop mobile food cart standard as part of larger, unified Temporary Outdoor Business standard		x				short
Design Requirements	Adopt revised design requirements that lead to a unified, attractive, charming downtown		x				short
	Provide clear reference illustrations to explain complicated code questions		x				short
	Emphasize historic charm and development patterns through design standards emphasizing pedestrian experience		x				short
	Adopt Columbia Gorge Scenic Area paint palette		x				short
Land Use Process	Use clear and objective standards to reduce development codes and eliminate uncertainty			x			short
	Simplify land use review process by eliminating requirement for pre-application meetings for Type II applications, allowing applications that meet clear and objective standards to be processed as Type II applications		x				short
	Eliminate the Architectural Review Committee		x				Short

Parking (Public and Private Realm)

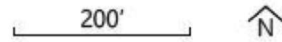
Implemented by:

Recommendations		Implemented by:					Timeline
		TSP	Current Plan	City	RARE	Main Street	
On-site Private Parking	Reduce on-site parking requirements to enable development on small infill lots		x				short
	Encourage or require shared parking		x				ongoing
	Require parking lots to be behind new commercial buildings		x				short/ongoing
Public Use of Private Parking	Develop partnership with owners of unutilized or underutilized parking lots on WaNaPa, obtain leases to use these parking lots for public parking			x	x		short
	Strip and sign leased parking lots for Public Parking			x	x		medium
	Encourage use of new leased lots by employees of downtown businesses			x		x	medium
	Consider selling low-cost parking permits to these lots for employees of downtown businesses			x			long
Public off-street parking	Purchase vacant parking lot or spaces and develop shared public parking lot(s) with funds from a Local Improvement District (LID)			x			long
	Develop shared "employee" parking lot (with monthly parking permits)			x			medium
	Work with Main Street to administer LID parking lots			x		x	medium
Parking Management	Develop zonal parking (for residential areas)			x			long
	Consider restrictions against long-vehicle parking within core of downtown			x			medium
	Install time restrictions on on-street parking on WaNaPa			x			medium
	Develop and implement performance-based parking program – using time limits and pricing when facilities reach an appropriate level of use (during peak periods, etc.)			x		x	long

Public Space Improvements



Opportunity areas for public space development



1 Pedestrian path to Marine Park

Redesign path with terraces and switchbacks to comply with ADA standards. Integrate seating and ornamental plantings to create an urban plaza-like aesthetic

2 Bus Stop Plaza

Remove vegetation that blocks the view from Wa Na Pa; consider reconfiguring to support food carts and dining spaces with moveable furniture

3 Overlook Park

Add trees or other source of shade; improve pedestrian experience for those entering off Wa Na Pa by adding signage creating an aesthetic entry point

Figure 16: Ariel of Cascade Locks with Public Space Opportunities identified, IPRE