

# CITY of CASCADE LOCKS — Tourism Committee Meeting Agenda

## TOURISM COMMITTEE MEETING, November 3, 2025 at 6pm 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. October 20, 2025 - Action Minutes
6. Approval of financials
7. Approval of bills
8. Old business
  - a. Discussion: Future structure of Cascade Locks Tourism - Jordon Bennett, City Administrator
  - b. Discussion: Picnic tables- Jordon Bennett, City Administrator
  - c. Discussion: Overlook Park Bathroom Maintenance- Jordon Bennett, City Administrator
  - d. Discussion: Fall/winter advertising opportunities
9. New business
  - a. Gorge Audio Tours - Emily Martin
  - b. Discussion: Request for Proposal for Tourism Support
  - c. Committee officer terms review
  - d. Signage on Wa Na Pa for Visitor Center directions
10. Upcoming Events
  - a. Thunder River Race, November 8, 2025
  - b. Cascade Locks Holiday Events, December 6, 2025
11. FCLHM Report
12. Committee member reports
  - a. Heather Weaver
  - b. Sara Patrick
    - i. Rock and Gem Show
  - c. Nathan Jones
  - d. Miranda Audritsh
  - e. Norman Bourque
  - f. Sally Drew
  - g. Heidi Halliwell
13. Meeting close, and next meeting times

Public access to the meeting is available via Zoom.

Meeting code 965 908 2781, Password: citymeet | Phone:1-253-215-8782, meeting # is 965 908 2781, 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 Action Minutes**  
TOURISM COMMITTEE MEETING, October 20, 2025 at 6:30pm in City Council Chambers

1. Call meeting to order and roll call  
Chair Heather Weaver called the meeting to order at 6:33pm. CMs Jones, Patrick, Bourque, and Drew were present. Also present was FCLHM Executive Director Janice Crane and City Administrator Jordon Bennett.
  2. Amendments to agenda
    - 8.a.** CA Bennett added a document to update the committee on actions from the 10/13/2025 city council meeting.
    - 8.b.ii.** ED Crane added the contract renewal for Certified Folder for the Multnomah Falls Poster
  3. Discussion of/Declaration of Conflict of Interest - None.
  4. Public Comment - None.
  5. Approval of minutes
    - a. September 29, 2025 - Action Minutes  
**Motion:** CM Patrick motions to approve minutes, CM Drew seconds, minutes approved unanimously.
  6. Approval of financials - None.
  7. Approval of bills - None.
  8. Old business
    - a. Discussion: Future structure of Cascade Locks Tourism - Jordan Bennett, City Administrator  
Reported actions from the city council meeting 10/13/2025 included:
      1. Hold a joint work session with Tourism on 10/27
      2. Request a 6-month extension of the Tourism admin support services provided by the museum
      3. Tourism take the lead in creating a new RFP for Tourism support services
  9. New business
    - a. PCT Days Recap - Jason Waicunas (7:30pm)
  8. Return to Old business for missed agenda items
    - b. Discussion: Fall/winter advertising opportunities  
**Motion:** CM Jones moves to table advertising spend to the November or December meeting. CM Bourque seconds. Motion tabled unanimously. (7:15pm)
      - i. One addition: Wind River Publishing Co-Op Ad  
**Motion:** CM Bourque moves to renew. CM Patrick seconds. Motion passes unanimously. (7:29pm)
- At 7:40pm the Zoom app refreshed. Discussion stopped for one minute while it relaunched.*
9. Return to agenda; New Business
    - c. Discussion: Picnic Tables
  8. Return again to Old business for missed agenda items
    - b. Discussion: Fall/winter advertising opportunities
      - ii. Certified Folder for the Multnomah Falls Poster  
**Motion:** CM Bourque moves to renew. CM Jones seconds. (7:57pm)  
Point of order: ED Crane points out the dates on the document are for 2026-2027, but believes this to be an error.  
CM Jones amends the motion to renew contingent on it being for 2025-2026. CM Patrick seconds. Motion passes unanimously.

10. Upcoming Events

11. FCLHM Updates

a. FCLHM quarterly report

12. Committee member reports (8:16pm)

a. Heather Weaver

b. Sara Patrick

c. Nathan Jones

d. Norman Bourque

e. Sally Drew

13. Next meeting times

Consensus reached to meet at the normal date and time of the first Monday of the month at 6pm. Next meeting November 3, 2025.

14. Adjourn

**Motion:** CM Jones moved to adjourn. CM Patrick seconded. Meeting adjourned at 8:27pm.

## Tourism Committee Budgeted Item - Four Picnic Tables

3 messages

Heather Weaver <orangepop@hotmail.com>  
To: Jordon Bennett <jbennett@cascade-locks.or.us>  
Cc: Janice Crane <janice@cascadelocksmuseum.org>

Fri, Oct 24, 2025 at 2:21 PM

Hi Jordan,

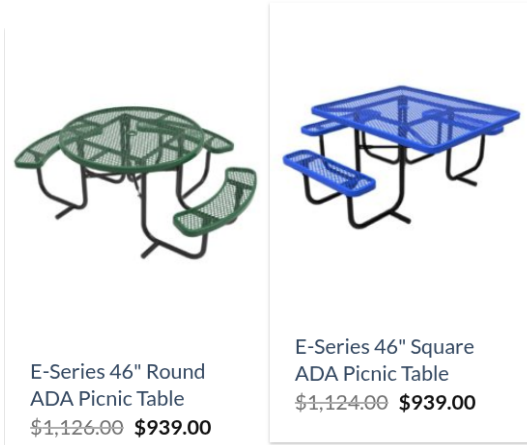
The Tourism Committee budgeted \$8,000 for the purchase of picnic tables with the intention of placing two at Overlook Park and two at the Cemetery Park. We discussed having one at each location be ADA accessible. I have attached a few links below as to the style we thought would work best (based on size, durability, resistance to graffiti/carving etc.). I think we would need the input of maintenance/groundskeeping as far as whether the sizes and numbers of tables we suggested will fit appropriately in the two spaces. We could also look at doing three of the round tables at Overlook Park and one table at the Cemetery Park (and maybe have that one be a slightly larger table?) if that is a preference and space permits.

This topic was discussed at our last meeting, and I said I would reach out to you regarding the logistics and to see if there is any concern with our suggested number and placement of tables. The budgeted amount has extra funds built in beyond the tables themselves as we thought the cemetery area may require concrete or gravel pads to accommodate the tables if there are concerns about being able to mow the grass around them. The tables will also require assembly once they arrive.

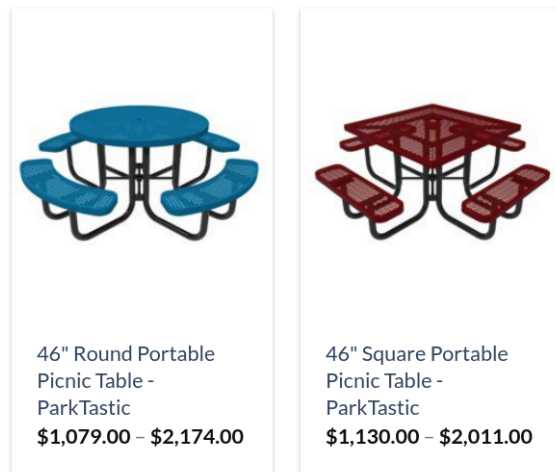
[https://www.uline.com/BL\\_8773/Metal-Picnic-Tables](https://www.uline.com/BL_8773/Metal-Picnic-Tables)

<https://parkwarehouse.com/product-category/picnic-tables/ada-accessible-picnictables/>

These are the two ADA styles we were considering which are currently on sale:



These are the regular versions of the same tables:



Thanks,  
Heather

Jordon Bennett <JBennett@cascade-locks.or.us>  
To: Heather Weaver <orangepop@hotmail.com>  
Cc: Janice Crane <janice@cascadelocksmuseum.org>

Tue, Oct 28, 2025 at 10:51 AM

Hi Heather,

I talked with public Works staff about this. I would like to discuss this with the committee at their meeting on Monday.

Thank you,

Jordon Bennett, City Administrator

Cascade Locks, Oregon

541-374-8484

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**From:** Heather Weaver <[orangepop@hotmail.com](mailto:orangepop@hotmail.com)>

**Sent:** Friday, October 24, 2025 2:21 PM

**To:** Jordon Bennett <[JBennett@cascade-locks.or.us](mailto:JBennett@cascade-locks.or.us)>

**Cc:** Janice Crane <[janice@cascadelocksmuseum.org](mailto:janice@cascadelocksmuseum.org)>

**Subject:** Tourism Committee Budgeted Item - Four Picnic Tables

[Quoted text hidden]

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**Heather Weaver** <[orangepop@hotmail.com](mailto:orangepop@hotmail.com)>

To: Jordon Bennett <[JBennett@cascade-locks.or.us](mailto:JBennett@cascade-locks.or.us)>

Cc: Janice Crane <[janice@cascadelocksmuseum.org](mailto:janice@cascadelocksmuseum.org)>

Tue, Oct 28, 2025 at 12:27 PM

Ok sounds good.

[Quoted text hidden]

# Cascade Locks Audio Guide

## PROJECT CONCEPT



### Who Am I? And Why Am I Presenting?

I'm Emily Martin, audio story producer.

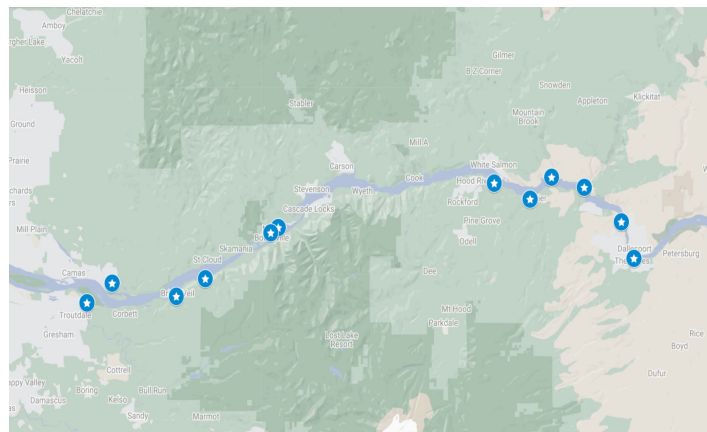
#### Previous Projects:

Contractor with Columbia Gorge Tourism Alliance to create: Audio Stories along Gorge Hiking Trails

#### Current Projects:

Contractor with With Eastern Oregon Visitors Association to produce walking tours of:

- Nez Perce Wallowa Homeland &
- Vale Murals



## CONCEPT: Cascade Locks

### Goals:

- Enhanced Visitor Experience
- Enhanced Cultural Understanding
- Enhanced Stewardship & Responsible Travel
- Enhanced Welcomability

### Project Concept:

- Create a compelling audio tour or compilation of audio stories about Cascade Locks
- Share the tour with locals and visitors who enjoy Cascade Locks

## Audio Interpretation in Cascade Locks

Audio guides offer key user-interest content thereby enriching the tourist experience including:

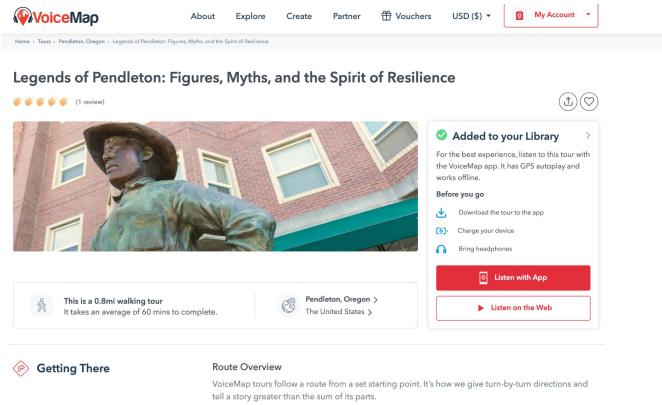
- Cultural information
- Ecological information
- Historical information

Text based tours are also available for the deaf community. Audio tours are available in both Spanish and English.



# Multiple Ways to Go About This

- QR code decals added to CL signage
- VoiceMap Story Creation
- Other?



The screenshot shows the VoiceMap website interface. At the top, there is a navigation bar with the VoiceMap logo and links for 'About', 'Explore', 'Create', 'Partner', 'Vouchers', 'USD (\$)', and 'My Account'. Below this, the main heading reads 'Legends of Pendleton: Figures, Myths, and the Spirit of Resilience'. A small image of a statue is visible on the left. On the right, there is a 'Added to your Library' notification and a 'Before you go' section with options to 'Download the tour to the app', 'Change your device', and 'Bring headphones'. At the bottom, there is a 'Getting There' section and a 'Route Overview' section.



# Thoughts/Reflections?



**Request for Proposal**  
**Cascade Locks Tourism Committee – Contract Support Work**

**This is an informal solicitation for proposals pursuant to ORS 279B.070**

**Organizational Overview**

The Tourism Committee is a volunteer committee, with seven members appointed to serve by the Mayor and City Council. The duties of the committee consist of the power and duty to advise the City of Cascade Locks City Council concerning the expenditure of Transient Room Taxes (TRT's), grants and other funds collected by the city, for the promotion of tourism in and around the city of Cascade Locks.

**Tourism Committee Project Focus and Goals**

- Increase Transient Room Taxes Revenue Throughout the Year
- Conducting/Partnering with Tourism Entities for Tourism Symposium
- Increase Volunteerism and Awareness of Tourism Efforts
- Work with the Port of Cascade Locks, Businesses and Other Partners to Promote Local Events
- Apply For and Obtain Grants for Tourism Funding
- Strengthen Existing Relationships with Community Leaders and Organizations
- Develop and Improve Tourism Related Facilities

The Cascade Locks Tourism Committee has identified strategies that will help us reach these goals with our resources and funding opportunities:

**FUNDING SOURCES**

- Grants
- Transient Room Tax
- Other Identified Sources

**MARKETING AND PROMOTION**

- Targeted Local and Regional Advertisements
- Brochure creation and Distribution
- Website and Social Media Development
- Event Sponsorships and Booths

**TOURISM FACILITIES**

- Overlook Park
- Transportation Hub
- Visitor Information Center

The Cascade Locks Tourism Committee in conjunction with the City of Cascade Locks is requesting a proposal for contract work to assist the Tourism Committee in Promotion, Marketing, Projects and Committee Support.

JOB TITLE: Tourism Support Contracted Staff

REPORTS TO: City Administrator

JOB FUNCTIONS:

### **General Committee Support**

- Minutes taking (back up to committee secretary)
- Document Creation and Duplication
  - Monthly Flash Report
  - Agendas (in conjunction with committee chair)
- Tourism Correspondence (in conjunction with committee chair)
- Grant Writing and Administration
- Responding to tourism inquiries via phone, mail, email and fax
- Committee reports to City Council (in conjunction with committee chair)

### **Marketing and Promotion**

- Website management and Updates
- Online calendar and ORB updates
- Backup to booth staffing for outreach events
- Writing and distribution of press releases
- Identifying promotional opportunities
- Social media posts
- Advertisement design in-house or in communication with designer
- Identify and coordinate advertising opportunities
- Coordinate marketing with other Chambers of Commerce and Visitor Associations
- Alignment with Travel Oregon

### **Tourism Facilities**

- Work with City Administrator on Special Project Administration and Implementation

### **Requirements to Respond to RFP**

Individuals or companies applying for these contract services are required to provide the following:

- Letter of interest stating your reasons for applying and qualifications for the position
- Current resume, highlighting matching specifications with this role
- Three professional references
- Samples of recent work (no more than three)

### **Contract Terms**

Duration of contract services is up to 20 hours per week, beginning at or near July 31, 2023 to November 31, 2025. Per hour rate \$25 per hour depending on qualification level. These contract services do not include benefits. Selected contractor will be reimbursed for required travel expenses related to distribution or event attendance. Position will be supervised by the City Administrator.

**To Submit your RFP**

Required materials can be sent via mail, email or fax with the following information:

Cascade Locks Tourism Committee

PO Box 308

Cascade Locks, OR 97014

Phone: 541-374-8484

Fax: 541-374-8752

Email: [jbennett@cascade-locks.or.us](mailto:jbennett@cascade-locks.or.us)

**Deadline to submit your RFP: June 30, 2023 at 4:00 pm**

**Proposed Timeline**

Committee Open, Review and Recommendation: July 10, 2023 (Committee Meeting)

RFP Awarded: July 24, 2023 Council Meeting

Start Date: July 31, 2023

## **TOURISM AND BEAUTIFICATION COMMITTEE**

### **§ 31.15 CREATION.**

(A) There is hereby created the Tourism and Beautification Promotion Committee of the city, consisting of seven persons to be appointed by the Mayor, subject to approval by the City Council, as herein provided.

(B) The term of office of all Committee members shall be three years; but the terms of the first appointees to these positions shall expire on the schedule below in order to provide for staggered terms in the future.

- (1) Position #1 expires December 31, 1991 (next term January 1, 1992 through December 31, 1994).
- (2) Position #2 expires December 31, 1991 (next term January 1, 1992 through December 31, 1994).
- (3) Position #3 expires December 31, 1990 (next term January 1, 1991 through December 31, 1993).
- (4) Position #4 expires December 31, 1990 (next term January 1, 1991 through December 31, 1993).
- (5) Position #5 expires December 31, 1989 (next term January 1, 1990 through December 31, 1992).
- (6) Position #6 expires December 31, 1989 (next term January 1, 1990 through December 31, 1992).
- (7) Position #7 expires December 31, 1989 (next term January 1, 1990 through December 31, 1992).

(C) Existing members of the Tourism Committee and Beautification Committee shall have first choice of appointments by the Council.

(Ord. 259, passed 12-5-1988)

### **§ 31.16 ORGANIZATION; MEETINGS.**

(A) The Committee shall hold a meeting at least once a month and at other times at a time and place designated by the Committee. Such meetings will be announced and open to the public. Four members of the Committee shall constitute a quorum.

(B) Any member missing three meetings without permission shall be automatically removed from the Committee and replaced by Council action. The Committee may have an alternate member without voting rights.

(C) The Committee shall organize by the election of a Chairperson, Secretary and/or Treasurer from its members. The Chairperson shall preside over all meetings; the Secretary shall keep minutes of each meeting, a copy of which shall be filed in the city office and the Treasurer shall be responsible for purchasing and the handling of any monies as authorized by the Council.

(Ord. 259, passed 12-5-1988)

### **§ 31.17 DUTIES.**

The duties of the Committee shall consist of the power and duty to advise the City Council concerning the expenditure of city monies in the promotion of tourism and beautification, and more specifically:

(A) To devote due time and attention to the discharge of the duties imposed upon it by provisions of this subchapter and heightened awareness of both residents and potential visitors of the recreational and scenic qualities of the city surrounding Gorge areas;

(B) To recommend annually to the City Budget Officer and Budget Committee a plan of expenditures based on anticipated transient assessment receipts;

(C) To recommend to the Council planned purchases and action deemed appropriate to promote tourism and beautification in the community;

(D) To hold public hearings or to otherwise solicit public participation whenever necessary, with respect to the Committee plan and program for tourism and beautification promotion; and

(E) To make an annual report to the City Council at the time the budget request is submitted and such other reports as from time to time may be requested.

(Ord. 259, passed 12-5-1988)

### **§ 31.18 APPLICATION, MANAGEMENT AND DIRECTION.**

The actual application, management and direction of the program of tourism and beautification promotion planned by the Committee shall be the responsibility of the City Council, various elements of which it may choose to delegate to city officers or others.

(Ord. 259, passed 12-5-1988)

### **§ 31.19 FUNDS.**

All funds budgeted and appropriated by the city for tourism and beautification promotion shall be expended in the same manner as are other city funds.

(Ord. 259, passed 12-5-1988)