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TOURISM COMMISSION MEETING

Monday, January 4, 2016

City Council Chambers, 10:00 a.m.

I. CALL TO ORDER

Chair Lori Wilcox called the meeting to order at 10:00 a.m. Present were Commission members Suzanne McCarthy and Jeff Wong, Nan Devlin (Tillamook Coast), Anna Rzuczek (Garibaldi Museum). City Manager John O'Leary, Tourism Specialist Kylie Poklikuha. Cm Kelley Cook was excused and Marcus Hinz was absent.

II. WELCOME / INTRODUCTIONS

III. CONSENT CALENDAR

A. Approval of minutes from November 2, 2015 Tourism Commission meeting.

MOTION Made by Cm Wong to approve the minutes from the November 2, 2015 meeting. Seconded by Cm Wilcox. AYES: McCarthy, Wilcox, Wong. NAYS: None. Motion passed.

IV. CORRESPONDENCE

V. OLD BUSINESS

A. *Travel Oregon/OCVA Advertising 2016* - Commission discussed and agreed to continue online advertising with Travel Oregon for 2016. Commission chose not to run a print ad with OCVA but will decide on quarterly online advertising at a later date. It was noted that Travel Oregon did not provide much lead time for approving advertising. Commission members would like to see analytics from the Travel Oregon website and discussed ongoing issues with the website.

Commission discussed continued dissatisfaction with OCVA and weighted the benefits of membership. O'Leary provided a brief history of OCVA funding and noted that staff has been given different instructions at different times for updating the website listings. O'Leary recommended writing a warning letter to the OCVA Board of Directors to have them address issues before withdrawing membership.

B. *Visit Garibaldi Website Rebuild*- Commission reviewed website build proposals provided by Tillamook Design and Amber Dennis and discussed the importance of updated content on the website to improve analytics, a service which Bravo Web has been unable to provide. Tillamook Design has built

Tillamook Coast, Rockaway Beach and the Port of Garibaldi's websites. Nan Devlin, Director of Tillamook Coast, recommended Tillamook Design, noted they were very easy to work with and that Brandon, the owner of Tillamook Design, is a very good photographer and writer as well. Dennis' proposal was a Square Trade template base website. O'Leary noted that the difference would be in staff time and that Dennis is very good at social media but would be using a template to build the website. He noted that Tillamook Design could cost more annually but would use less staff time overall. Cm McCarthy pointed out that there was no updating or maintenance included in Dennis' proposal. The Tillamook Design proposal included training sessions and would be on hand to do major changes if needed. Tillamook Design has the ability to merge event calendars, so events from the Tillamook Coast would show on the Visit Garibaldi events calendar. Consensus approval to accept proposal for website rebuild from Tillamook Design.

- C. *Social Media Report* - Commission reviewed and discussed the social media reports from November and December. Commission would like the Facebook setting to show the Instagram tab at all times. Staff to make change. It was noted that Facebook and Instagram are better tools for promoting Garibaldi as they are more visual than Twitter.

VI. NEW BUSINESS

- A. *Mud Run Sunday of Garibaldi Days* - Aaron Scovel, of Scovel Racing and X-Dog Events, discussed the possibility of bringing in a Mud Run for the last day of Garibaldi Days. The proposed course would be on Old Mill and Port property and could bring in several hundred runners from the Portland area. Widmer Brothers is a supporting sponsor. Cm Wong noted that they are trying to stay away from City property due to insurance issues and that X-Dog Events has several runs on State and Federal lands. O'Leary noted that the City would need to be additionally insured under the event's insurance up to \$2,000,000.

Commission discussed the benefits of having many people around on Sunday, traditionally a very slow day for vendor sales and attendees. Staff informed Scovel that there would be no city resources or staff and volunteer time available to assist with the race. Scovel noted that X-Dog Events would provide their own staff and volunteers. McCarthy recommended Scovel attend Garibaldi Days meeting to keep everyone informed. Commission thanked Cm Wong and Scovel for arranging a much needed event for the Sunday of Garibaldi Days.

- C. *Garibaldi Map*

Commission discussed the location of the visitor kiosk at the Port. O'Leary reported that no date and not location has been decided yet.

VII. 2015-2016 GOALS

Meetings & Events - Poklikuha provided a report on the Oregon Coast Wedding Show being held at the Tillamook Fairgrounds the coming weekend. Focus will be on informing people of meeting and/or wedding venues in Garibaldi. The city partnered with the Old Mill Event Center to purchase a double booth space, which included a quarter page color ad in the Headlight Herald.

Poklikuha will also staff a booth at the Saltwater Fishermen's Show in Salem and will partner with the Port of Garibaldi for additional booth staff. Focus will be on providing information about Garibaldi to attendees and guides. Sales of logoed floating key chains and t-shirts will help promote Garibaldi as well.

Commission discussed ongoing partnerships with the Port of Garibaldi and the possibility of having someone from the Port Board on the commission. Commission then discussed the continued absence of Cm Cook. Staff will contact her.

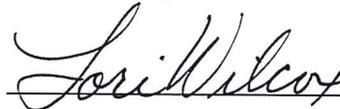
Devlin commended the Tourism Commission on having the vision and energy to promote tourism and noted that it makes Garibaldi very easy to partner with. McCarthy noted that a respectful council that works well together helps. Commission noted that businesses apathy has been their biggest obstacle and Chair Wilcox discussed a possible secret shopper program to impartially evaluate customer service in Garibaldi. Commission then discussed scheduling a Marketing Plan meeting with Devlin for the first part of February.

VIII. PUBLIC COMMENTS

Anna Rzuczek, Garibaldi Museum, provided an update on events at the museum and noted that the Museum had had a great year.

IX. ADJOURNEMENT

Meeting was adjourned at 11:00 a.m. by Chair Wilcox. The next regular meeting of the Garibaldi Tourism Commission is scheduled for February 1, 2016 in the City Council Chambers, beginning at 10:00 a.m.



Lori Wilcox, Chair

ATTEST:



John O'Leary, City Recorder

