



## TOURISM COMMISSION MEETING

Monday, February 1, 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, Marcus Hinz and Jeff Wong, Jessica Jung (OCSR), David Lane, Susan Moreland (Tillamook Coast), Kristen Penner (Berkshire Hathaway. City Manager John O'Leary, Tourism Specialist Kylie Poklikuha. Cm Kelley Cook was excused.

### II. WELCOME / INTRODUCTIONS

### III. CONSENT CALENDAR

A. Approval of minutes from January 4, 2016 Tourism Commission meeting.

**MOTION Made by Cm McCarthy to approve the minutes from the January 4, 2016 meeting. Seconded by Cm Wong. AYES: McCarthy, Wilcox, Wong. NAYS: None. ABSTAINED: Hinz. Motion passed.**

### IV. CORRESPONDENCE

Oregon Coast Visitors Association - Annual Membership Invoice

### V. OLD BUSINESS

*Social Media Report* - Did not receive one this month.

### VI. NEW BUSINESS

A. *Winter in Tillamook County*- Susan Moreland, Tillamook Coast

Moreland reviewed Tillamook Coast plans for developing a holiday lights display through out Tillamook County. Shoreacres Park in Coos Bay and other large holiday light displays as examples she went over budgeting and implementation of the multiyear plan. It would start small and end up with at least eight communities. The goal is to bring families over to shop the stores, eat in the restaurants, and increase overnight stays. She noted that LED lights are much more cost effective and would not be a strain on businesses. She noted that Garibaldi would look fantastic with the train and the Port lit up. She'd like to schedule brainstorming meeting in March.

The commission and Jung discussed OCSR upgrades to the train depot, possibly having a Holiday Village at the depot. They also discussed decorating the Port and how the community and businesses can get involved with the holiday lights. Weekend holiday events were discussed, such as special train rides, holiday vendors, and a cider/cookie booth.

B. *Wayfinding update* - The wayfinding company has already gone through all the communities and will be coming back to meet with each individually to see what they want, already have and envision for their community. Chair Wilcox reminded the commission that signage was a need that came out during the SWOT assessment. She urged the commission to remember what sign needs they had been thinking of during that meeting.

VII. 2015-2016 GOALS (Meetings & Events)

*Saltwater Sportsmen Show* - The City of Garibaldi and the Port of Garibaldi are partnering to staff an information booth at the show in Salem. There should be around 500 attendees. Garibaldi Charters will also be in attendance.

*Tillamook County Bridal Show* - Chair Wilcox discussed the wedding show and what companies should have been vendors that weren't there. She noted that the Tourism Commission could do it a lot better and it might be a good shoulder season event for the commission to promote. Staff reported that attendance was around 100 for the two day event which was very disappointing for all involved and that the event had not been adequately promoted or advertised. Commission members agreed that it would be a good event take over and promote up and down the coast.

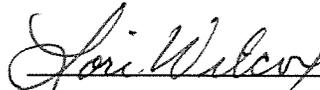
Commission discussed Oregon Coast Visitors Association membership and the status of Commissioner Cook.

VIII. PUBLIC COMMENTS

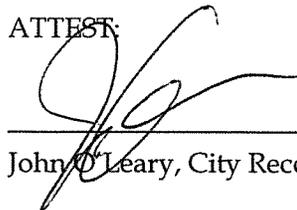
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IX. ADJOURNEMENT

Meeting was adjourned at 11:00 a.m. by Chair Wilcox. The next regular meeting of the Garibaldi Tourism Commission is scheduled for March 7, 2016 in the City Council Chambers, beginning at 10:00 a.m.

  
Lori Wilcox, Chair

ATTEST:

  
John O'Leary, City Recorder