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## TOURISM COMMISSION MEETING

Monday, 2 February 2015

City Council Chambers, 10:00 a.m.

### I. CALL TO ORDER

Cm McCarthy called the meeting to order at 10:00 a.m. Present were Commission members Suzanne McCarthy, Marcus Hinz, Lori Wilcox, Kelley Cook, and Jeff Wong, City Manager John O'Leary (*left early*), Assistant City Manager Mary DeLoria, Tourism Specialist Kylie Poklikuha, Jeff Hunter (Harborview Inn), Nate Kaplan (101 Things To Do), Eugene Tish (Garibaldi House), Everett Brown, Becky Bridge (Hook Line & Sinker).

### II. WELCOME / INTRODUCTIONS

### III. ELECTION OF CHAIR

**MOTION Made by Cm Cook nominating Cm Wilcox to Chair of the Garibaldi Tourism Commission. Seconded by Cm Wong. AYES: McCarthy, Hinz, Cook, Wong. NAYS: None. ABSTENTION: Wilcox. Motion passed.**

Chair Wilcox presided over the remainder of the meeting.

### IV. CONSENT CALENDAR

1. Approval of minutes from January 5, 2015 Tourism Commission meeting.

Cm McCarthy noted that Cm Hinz was re-appointed to Position 4 in December and asked that the January minutes be amended to reflect this information. It was noted that the December minutes were approved on January 5, 2015.

**MOTION Made by Cm Hinz to approve the minutes from the January 5, 2015 meeting as amended. Seconded by Cm Wong. AYES: Wilcox, McCarthy, Hinz, Cook, Wong. NAYS: None. Motion passed.**

### IV. CORRESPONDENCE

None.

V. OLD BUSINESS

A. Visitor's Guide Update - O'Leary gave update. Holding deadline open to February 6. Will advise council of selection. O'Leary will check with MediAmerica and Pelican Publishing before closing the process and reporting to the council. Discussed the writer's proposal list and potential use for the information. Tish noted that the Tillamook County Tourism Advisory Committee is putting together written material that may be available for the projects. Consensus to have O'Leary execute an agreement for the publishing by the end of March, with a projected print run of three to five thousand copies.

B. Review of Commission Goals. Cm Hinz requested that an information packet be produced for new commissioners which should include the budget, commission goals, and an editorial calendar. Cm Hinz noted that he would like a standing agenda item for goal tracking.

Evaluation of goals -

1. "Staff to develop . . . .": Wilcox noted Poklikuha's work on promotional postcards and follow-up. Tish asked that staff continue follow-up on the contacts. It was noted that the current state of the community hall and that Old Mill's conference room is closed for renovation precludes certain events from being housed here.
2. "Improve / increase all social media . . . .": Cm Hinz recommended that we have Bravo Web assist GTC in meeting this goal. Jeff Hunter to provide a list of items to use to update the website at the next meeting.
3. "Implement customer service training . . . .": Chair Wilcox reported on the status of this goal. Suggested a Secret Shopper program. Discussion of reviewing Yelp and Trip Advisor listings of local businesses.
4. "Foster additional events . . . .": Discussion regarding supporting events organized by other entities. Cm Hinz suggested that we change goal language to include shoulder- and off-season events.
5. "County-wide TRT . . . .": Noted that increase to city transient room tax rate is to be brought to city council later this year. Tish noted that Tillamook Advisory Committee facility grant date has not yet been determined.
6. "Projects . . . .":
  1. Review walking (campus) map at the next regular GTC meeting. It was noted that Joe Happ and Kathleen Newton (NW Media Consultants) were developing a walking map for campus concept before they retired.
  2. Community Center - Paint party on February 15 at 10:00 a.m.,

lunch included. Discussion of current refresh projects.

3. Garibaldi Days – ongoing. Next meeting February 9, 2015 at 10:00 a.m.
4. Visitor’s Guide – ongoing.
5. Business networking – Customer service training is being organized at the county level.

VII. NEW BUSINESS

- A. Presentation – Advertising Proposal, 101 Things to Do; Nate Kaplan gave an overview of his company’s services, noting that the publication is expanding to north coast this year and is adding the Portland Metro area (not including Portland) next year. Discussed details of his proposal. 2015 print run: 125,000, delivered by Mr. Kaplan. Can include a calendar of events in the city pages. Chair Wilcox noted her concern about simultaneous ad sales between the GTC Visitors Guide and the “101 Things to Do” guide overtaxing local businesses. Kaplan responded that he can delay his ad sale contacts until after the GTC sales have concluded to avoid competition. No decision was made.
- B. Three Dog Films – O’Leary gave an overview of David Sabbath’s proposal for media production services, noting that Mr. Sabbath is an award-winning filmmaker located in the Portland area. Cm Hinz noted that he has specific ideas on the contract elements and that this project may not fit into the commission goals as currently stated.
- C. NovoPrint Proposal (Tillamook Area Chamber of Commerce Advertising) – Tish discussed the proposal.

**MOTION Made by Cm Hinz to authorize the expenditure of \$250 for a 3.75 x 2 advertisement in Go Tillamook map. Seconded by Cm Wong. AYES: Wilcox, McCarthy, Hinz, Cook, Wong. NAYS: None. Motion passed.**

- D. Tourism Industries Association of Tillamook County (TIA) – Cm Hinz discussed a new organization formed in Tillamook County which is similar to the Oregon Restaurant and Lodging Association whose purposes include industry education and alignment, professional development and training. Tom Flood, owner of the Schooner Restaurant in Netarts, is a founding board member of the organization. Cm Hinz is president of the organization.

VII. ADJOURNMENT

Meeting was adjourned at 11:50 a.m. by Chair Wilcox. The next regular meeting of the Garibaldi Tourism Commission is scheduled for March 2, 2015 in the City Council Chambers, beginning at 10:00 a.m.



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Lori Wilcox, Chair

ATTEST:

  
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John O'Leary, City Recorder