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TOURISM COMMISSION MEETING

Monday, 2 March 2015

City Council Chambers, 10:00 a.m.

I. CALL TO ORDER

Chair Lori Wilcox called the meeting to order at 10:03 a.m. Present were Commission members Suzanne McCarthy, Marcus Hinz, Kelley Cook, and Jeff Wong (*left early*), City Manager John O'Leary, Tourism Specialist Kylie Poklikuha, David Laine and Eugene Tish (Garibaldi House).

II. WELCOME / INTRODUCTIONS

III. CONSENT CALENDAR

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

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

IV. CORRESPONDENCE

None.

V. CHAIRMAN'S COMMENTS

Chair discussed meeting styles and her preference to keep meetings on schedule and on task. Chair noted that Public Comment will be added to the Tourism Commission Agenda and comments will be kept to three minutes.

VI. ORIENTATION

O'Leary and commission reviewed a draft version of the Tourism Commissioner manual. It was noted that the manual would be helpful to clarify commissioner roles and ordinances for new commission members.

O'Leary reviewed the role of a Tourism Commission member and noted that the committee is to advise the City Council on tourism needs and TLT allocation. It was noted that the purpose of the Tourism Commission is to develop objectives to effectively increase tourism within the city. The commission is encouraged to continue to refine, change or alter objective as needed to reach that goal.

O'Leary updated commission members on the scope of the Tourism Commission's power noting that there is no actual spending or budget authority, only recommendations can be made. The City Manager's spending authority of under \$5,000 can be used if needed. O'Leary reminded the commission that any purchases over \$5,000 must be approved by the City Council prior to commitment of funds.

O'Leary noted that the commission has marginal authority over staff though city staff is here to help implement the Tourism Commission goals. He requested the commission to inform him of what they would like to see; he will direct staff and will report findings back to the commission. Chair Wilcox noted that the commission has no position to direct or evaluate city staff – they can only make suggestions. O'Leary noted that clear goals and tasks are necessary for the city to provide the products and services requested.

Chair Wilcox thanked O'Leary for providing an orientation for new commission members and a reminder for current ones.

VII. MONTHLY REVIEW OF CURRENT GOALS, ONGOING PROJECTS

Chair Wilcox noted that she would like to have a meeting with the public to review the goals of the Tourism Commission and make sure that what the public wants to focus on and what the commission are focusing on are in line. She would like to question whether the commission goals are appropriate, in the correct order of importance, possibly add a timeframe and if new goal are needed. She would like to invite representatives from the Port, the Railroad and all local businesses to get their input on tourism needs for the city.

The commission reviewed current goals, noting that the marketing program goal has been met but is also an ongoing goal. The improve/increase all social media and internet assets goal will be looked into further by Cm Hinz, O'Leary and Poklikuha. It was noted that the website has been updated and events are current but that the site needs new content. Cm Hinz reported that he has a content writer in mind that might work with the online style. Cm Hinz, O'Leary and Poklikuha will also look into the cost for a content/website/social media management firm.

The goal of implementing customer service training was discussed. Cm Hinz will contact Travel Oregon for information on the number of people that have taken the Q-Care certification in Garibaldi. Cm Hinz also agreed that one session of the People's Coast Summit will be devoted to customer service training.

Commission noted that the goal to foster additional events possibly needs to have the language changed to encourage or support. Cm Hinz suggested finding an event promoter to have them bring in their own events.

The commission discussed the County-wide Transient Lodging Tax vs. City Transient Room Tax goal, noting that it is not actually written as a goal. Commission will review old goal wording and make changes to the current goal text so that it reflects accurately.

Ongoing commission projects were discussed including the campus style walking path map. O'Leary noted that a graphic designer will be needed to make changes to the existing walking map. Cm Hinz will work with city staff to finish complete the project as it will be needed for the People's Coast Summit.

The commission discussed the County wide Transient Lodging Tax vs. City Transient Room Tax goal, noting that it is not actual a goal. Commission will review old goal wording and make changes to the current goal so that it is accurately reflected.

O'Leary provided an update regarding the improvements made to the Community Center. He thanked city staff and volunteers for their hard work painting and cleaning. He noted that the city will look into the possibility of hiring a grant writer to go after bigger grants, such as the Ford Foundation or Meyer Memorial Trust.

Poklikuha provided an update on Garibaldi Days noting that she is working on lining up the band Cloverdayle to perform Saturday night prior to the fireworks. Cloverdayle is well known country rock band that will be releasing another album this spring and should draw a large crowd. Cm Cook noted that the student volunteers used for the fish tank won the Tillamook Charity Drive this year and they should be available to work the fish tank for two more years.

O'Leary provided an update on the four proposals submitted by publishing companies for the 2015 Garibaldi Visitors Guide. Pamplin, MediaAmerica, Oregon Coast Magazine and Tillamook Design all submitted proposals. Commission reviewed the proposals and discussed

the different services offered by each. Cm Hinz recommended MediaAmerica due to their excellent customer service.

MOTION Made by Cm Hinz to have MediaAmerica publish the 2015 Garibaldi Visitor Guide. Seconded by Cm Cook. AYES: Wilcox, McCarthy, Hinz, Cook. NAYS: None. Motion passed.

Chair Wilcox recommended sending out quarterly letter/post cards to local businesses to get them to have employees complete the online customer service training. Committee discussed an incentive approach to businesses and reward the top best businesses in Garibaldi. Committee discussed possible beautification solutions to Highway 101 facing business.

Monthly Review of Future Projects:

Commission discussed the possibility of providing a rack card at the Portland Airport. Cm Hinz noted that the ability of sharing information on social media makes it a better per view cost than rack cards would be.

VIII. BUDGET

The City Manager reviewed last year's budget with commissioners. He noted the changes from previous year's expenses. Commission discussed the co-op advertising program. Staff time was discussed. It was noted that setting specific goals will determine how much staff time is needed. Cm McCarthy recommended that the Tourism Commission never take money from Public Safety.

The City Manager noted that the occupancy is at maximum capacity during peak season and shoulder season increases will be the only way to increase the TRT revenue. He will look at providing TRT revenue reports to assist growing shoulder season improvements. He will also check occupancy rates during shoulder season events, such as the Crab Races, to see if they even need promoted.

Commission discussed the 101 Things To Do proposal and agreed to advertise in the new publication.

MOTION Made by Cm Cook to authorize the expenditure of \$2,999 for advertisement in 101 Things To Do magazine. Seconded by Cm Hinz. AYES: Wilcox and McCarthy. NAYS: None. Motion passed.

The City Manager reminded commissioners to email him any budgetary needs.

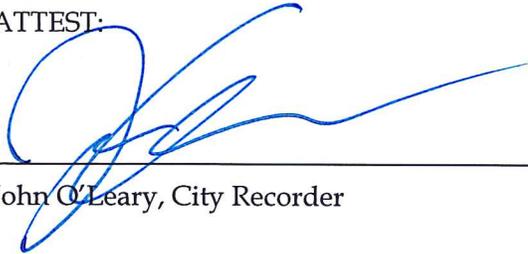
VII. ADJOURNMENT

Meeting was adjourned at 11:50 a.m. by Chair Wilcox. The next regular meeting of the Garibaldi Tourism Commission is scheduled for April 6, 2015 in the City Council Chambers, beginning at 10:00 a.m.



Lori Wilcox, Chair

ATTEST:



John O'Leary, City Recorder