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## TOURISM COMMISSION MEETING

Monday, 4 May 2015

City Council Chambers, 10:00 a.m.

### I. CALL TO ORDER

Cm Wilcox 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, Tourism Specialist Kylie Poklikuha, David Laine, Kristen Penner, Tim Thompson (Oregon Coast Scenic Railroad)

### II. WELCOME / INTRODUCTIONS

### IV. CONSENT CALENDAR

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

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

### IV. CORRESPONDENCE

None.

### V. SOCIAL MEDIA SERVICES PROPOSAL: O'Leary

O'Leary provided an overview of the social media services proposal provided by Amber Dennis. Cm Hinz also went over the packet and provided further detail on Ms. Dennis's project work for Tillamook County. He noted that she knows the tourism industry and social media so she would be a good fit. Cm Hinz asked the commission to approve O'Leary negotiate a contract with Ms. Dennis. O'Leary noted that the service is under \$5,000 so it would not need to be approved by the City Council and he recommended the commission use her service, as well.

**MOTION Made by Cm Wilcox to approve the social media services proposal by Amber Dennis. Seconded by Cm Wong. AYES: Wilcox, McCarthy, Hinz, Cook, Wong. NAYS: None. Motion passed.**

VI. SWOT ASSESSMENT DATE: O'Leary, Wilcox

Wilcox discussed the upcoming SWOT assessment meeting. May 18<sup>th</sup> at 10am was decided as the best meeting time and date for the Commissioners. O'Leary went over scheduling details and who should be invited.

Staff will email invitations immediately, with RSVPs, to the business license list and all commission members. Wilcox noted that it is important to clarify and revamp the Tourism Commission goals and requested that the old goals be included in the email. She would like as much feedback from local businesses as possible. Cm Hinz said that he will send the responses from the last survey, done in 2012, for distribution to the committee.

VII. TLT GRANTS/TIME LINE FOR SUBMISSION: O'Leary, Wilcox

O'Leary and Wilcox discussed different grant funds to go after. O'Leary noted that the City of Garibaldi will submit a request for a grant to renovate the community center. It is a city council objective, as well as an objective for the Tourism Commission.

IX. BUDGET: O'Leary

O'Leary noted that the budget is now completed. He noted that council did raise the TRT from 8% to 9% as of July 1<sup>st</sup>. He also noted that he budgeted an increase in revenue of \$15,000. TRT is on track, as it was projected to be between \$115,000 to \$120,000. O'Leary went over the tourism influenced parts of the budget and provided details on line items; fireworks, community expenditures, Garibaldi Days, etc. O'Leary noted that the proposed budget for next year rose from \$46,000 to \$48,000 for 2016. He noted that there have been some reallocation of the TRT department funding for the City Manager, Assistant City Manager, and staff increases.

Commission discussed what actually falls under the TRT rules for the City. It was noted that long term rentals are considered rentals for over 30 days and are not subject to TRT. CM Hinz requested a report on lodging to track the trends over several years. He noted that it would help the commission to know what time of year to focus tourism promotions on. O'Leary noted that the city will now be requesting monthly figures on the TRT form instead of quarterly figures as well as other relevant questions. Hinz would also like to local businesses to send out a Survey Monkey survey to get visitors impressions of Garibaldi.

X. OLD BUSINESS

VISITORS GUIDE DRAFT UPDATE: Kylie

The commission looked over a draft version of the newly redesigned Garibaldi Visitor's Guide. CM Wong noted that the boat on the draft cover should not be used and will provide a new photo. It was noted that the Blessing of the Fleet has changed this year and to contact the Port for more information.

XI. NEW BUSINESS

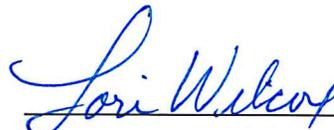
CM Wong discussed a newly developed food group that centers in Garibaldi he termed the "Food Adventure Loop". He discussed some of the local offerings and involvement with several local companies.

XII. PUBLIC COMMENT

It was noted by David Laine that the commission has no authority to make any decisions at all as it is only an advisory commission. CM McCarthy noted that the City Manager can spend up to \$5,000 without Council approval and O'Leary noted that he does not have to make, or do, anything he does not approve of. He also noted that he does make sure that the Tourism Commission does go along with what the City Council wants to do. CM McCarthy noted that her position is actually an oversight positions between the City Council and the Tourism Commission.

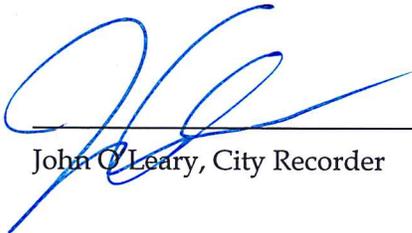
XIII. ADJOURNMENT

Meeting was adjourned at 11:00 a.m. by Chair Wilcox. The next regular meeting of the Garibaldi Tourism Commission is scheduled for June 1, 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