



## TOURISM COMMISSION MEETING

Monday, August 3, 2015

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 Jeff Wong and Suzanne McCarthy, City Manager John O'Leary, Tourism Specialist Kylie Poklikuha, Maighread Gallagher, Jeff Hunter (Harborview Inn), David Laine, Claudia Maciel (Port of Garibaldi) and Sophia Oldenkamp (Oregon Virtual Tours). Cm Kelley Cook and Cm Marcus Hinz were excused.

### II. WELCOME / INTRODUCTIONS

### III. CONSENT CALENDAR

A. Approval of minutes from July 6, 2015 Tourism Commission meeting.

**MOTION Made by Cm Wilcox to approve the minutes from the July 6, 2015 meeting. Seconded by Cm Wong. AYES: Wilcox, McCarthy, Wong. NAYS: None. Motion passed.**

### IV. CORRESPONDENCE

None.

### V. NEW BUSINESS

A. Oregon Virtual Tours

Sophia Oldenkamp inquired about which tours the commission would be interested in using and discussed the possibility of adding local businesses to the walking tour of Garibaldi. O'Leary noted that this type of photography could be used for advertising, and that it can be submitted for advertising reimbursement by the City. O'Leary informed Oldenkamp that she could let businesses know about the possible reimbursement when she talks to them. Staff will get contact information to Oldenkamp so she can start working with the Visit Garibaldi website builder and the social media consultant to upload and market the Garibaldi tours once the commission decides on which tours to use. Commission members will have a separate meeting at a later date to go over the 10 tours available.

B. Social Media Update

Commission members looked over the social media marketing report provided

by social media consultant Amber Dennis and discussed the target market they Dennis to focus on. Targets discussed included; families of people that fish, Subaru owners, kayakers, and younger demographics. Cm Wong discussed the popular website iFish and noted that it might be a good site for Dennis to research for marketing potential. Commissioners decided to review the social media marketing report on their own time and discuss it at the next meeting.

Cm Wong informed the commission that he has friend that would like to share his 4D filmed footage of Garibaldi for the Tourism Commissions use.

C. Garibaldi G Trail Discussion

Cm Wong inquired about the condition of the trail up to the Garibaldi G in regards to possibly having a running event up to it. O'Leary informed Cm Wong that the trail has not been maintained, and even when it is, it is an extremely steep non-established trail. O'Leary noted that the land around the G is owned by Olympic Resource Management and the G is maintained by the Garibaldi Fire Department and both parties would have to approve any event in that area. The commission discussed possible events such as an extreme race up to the G, a bike event around town, and possibly a run/walk around the Port as a Sunday event during Garibaldi Days. O'Leary reminded the commission that any event crossing Highway 101 must have ODOT approval.

VI. OLD BUSINESS

A. Event Facility Tent

John informed the commission of the Port's plans to purchase a large scale event tent to be placed on the undevelopable three acre flat area off Jerry Creasy Avenue. The Port will relocate the crab pots currently in the location to an out of site area further back on the property. The City and the Port are interested in partnering in the purchase and Port staff has extensively researched tent sizes, prices, logistics, and tent event rental prices. A new 8,000 square foot tent can cost as much \$25,000 and research has indicated that the event tent could possibly pay for itself in three to four years. The Oregon Coast Tuna Classic will have a tent set up for their event so it will be a good chance to see how it works for an outside event in August.

Cm McCarthy noted that there are a number of questions needing answered before purchasing; such as insurance, storage, registration, logistics, maintenance, and set up and tear down. O'Leary informed the commission that all questions would be answered before moving forward with the tent purchase and the Port will forward the information from their research for the commission to review.

Maighread Gallagher recommended contacting Scotty at Oregon Tent Rental for pricing and information.

B. Peoples Coast Summit

Commission discussed the email sent to the City by Cm Hinz regarding the rescheduling of the Peoples Coast Summit. The event date has been changed from October 2015 to October 2016.

**MOTION Made by Cm McCarthy to have City Manager request the \$5,000 sponsorship funds back. Seconded by Cm Wong. AYES: Wilcox, McCarthy, Wong. NAYS: None. Motion passed.**

C. Garibaldi G Trail

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VII. 2015-2016 NEW GOAL APPROVAL

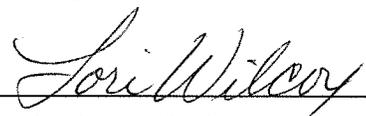
**MOTION Made by Cm Wong to approve Goals as presented. Seconded by Cm McCarthy. AYES: Wilcox, McCarthy, Wong. NAYS: None. Motion passed.**

VIII. PUBLIC COMMENT

Jeff Hunter (Harborview Inn) noted confusion regarding the dates of 2016 Garibaldi Days. Commission informed him that three years ago it was decided that Garibaldi Days would fall on the fourth full weekend in July annually and the next date would be July 22<sup>nd</sup> through the 24<sup>th</sup>, 2016. Hunter recommended an email with the new dates be sent to the business license list so they have the correct dates to give to customers.

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 September 14, 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