



## TOURISM COMMISSION MEETING

Monday, September 14, 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 Marcus Hinz, Jeff Wong and Suzanne McCarthy, 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 August 3, 2015 Tourism Commission meeting.

**MOTION Made by Cm McCarthy to approve the minutes from the August 3rd, 2015 meeting. Seconded by Cm Wong. AYES: Hinz, McCarthy, Wilcox, Wong. NAYS: None. Motion passed.**

### IV. CORRESPONDENCE

None.

### V. OLD BUSINESS

- A. A. Oregon Virtual Tours - Schedule Demo

Staff will arrange a panoramic photo viewing with Oldenkamp and interested commission members when Oldenkamp is back in town.

- B. Tillamook Coast Marketing

Cm McCarthy spoke briefly with Susan Moreland, Marketing Assistant for Tillamook Coast, about marketing and not duplicating efforts. Staff will contact Tillamook Coast staff and invite them to the next meeting for clarification.

- C. Social Media Update and Targets

Commission discussed Amber Dennis's marketing report targeting demographics. The commission agreed on all the demographics except the Frat Boys and reviewed the progress report provided by Dennis showing all her Facebook posts. Commission discussed budgeting Facebook Boosting and details on the process. O'Leary noted that the strategy and campaign budget mentioned in the report is the next logical step now that the council has decided on what kind of tourist they'd like to attract.

Commission discussed the Instagram account (Garibaldi.oregoncoast) and the benefits of Instagram vs Twitter for tourism marketing and the changes to Facebook marketing as they are decreasing organic Facebook posts and relying heavily on paid Boosting to get posts viewed.

**MOTION Made by Cm Hinz to have leave Boosting and website revisions to staff discretion. Seconded by Cm McCarthy. AYES: Hinz, McCarthy, Wilcox, Wong NAYS: None. Motion passed.**

McCarthy questioned the value of paying for social media marketing. O'Leary suggested waiting several months before any tangible results become evident. Cm Hinz discussed the cost-per-view benefits of social media verses a print piece and how much higher the value of social media connects are. Hinz went over the report provided by Dennis and explained different aspects of the report.

**MOTION Made by Cm Hinz to approve Amber Dennis's recommendations for all social media assets. Seconded by Cm McCarthy. AYES: Hinz, McCarthy, Wilcox, Wong NAYS: None. Motion passed.**

VI. NEW BUSINESS

A. Here & Now Magazine

Representative canceled prior to the meeting.

VI. 2015-2016 GOALS

A. Port Visitor Information Booth TLT funding

Chair Wilcox discussed the TLT funding and the Port of Garibaldi Tourism Kiosk is #2 on the funding list and the location is so far undecided. As it was one of the new 2015-2016 goals it can now be removed from the goal list. Wilcox recommended the commission discuss brochures for stocking the kiosk at later meeting.

O'Leary informed the committee that the Garibaldi Community Hall Renovation project that the City submitted was placed at #9 on the grant list and is expected to be funded. He then discussed the various projects that were submitted for funding and the possible incorporation of Pacific City. He will develop a timeline with staff to get the renovation done within a year.

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 October 5, 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

