



TOURISM COMMISSION MEETING

Monday, October 5, 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, and Suzanne McCarthy, City Manager John O'Leary, Tourism Specialist Kylie Poklikuha. Cm Kelley Cook and Cm Jeff Wong were excused.

II. WELCOME / INTRODUCTIONS

III. CONSENT CALENDAR

- A. Approval of minutes from September 14, 2015 Tourism Commission meeting.

MOTION Made by Cm McCarthy to approve the minutes from the September 14, 2015 meeting. Seconded by Cm Hinz. AYES: Hinz, McCarthy, Wilcox. NAYS: None. Motion passed.

IV. CORRESPONDENCE

- A. *101 Things to Do Magazine*- email inquiry about 2016 edition advertising.

V. OLD BUSINESS

- A. *Oregon Virtual Tours* - Schedule Demo - Staff to contact Oldenkamp schedule viewing of panoramic photographs when she is available.
- B. *Tillamook Coast Marketing* - Chair Wilcox will contact Nan Devlin, Director of Tillamook Coast, prior to the next Tourism Commission meeting to discuss overlapping marketing.
- C. *TLT Review* - O'Leary provided an overview of funding stages and noted that a second round of grant funding for tourism infrastructure coming up and the funding for promoting grants just closed. The Garibaldi Community Center received a grant for \$60,000. O'Leary noted that there is no need for more county tourism funding at this time.
- D. *Social Media Review* - Amber Dennis gave an update on the social media strategy and objectives, which proposed major website changes to make it more appealing to visitors.
- Contests* - Dennis recommended creating three seasonal Facebook contests offering a combination package of lodging, fishing charter and dining. Businesses that donate would be heavily promoted. Dennis stated she is

familiar with Facebook contest rules and the contest would run across all platforms. The objective is to gain followers by having them tag or post a themed message, or share it, to be entered. Dennis recommended a \$3,000 budget, or 25% of print budget.

Motion Made by Cm Hinz to direct staff to work with Dennis on an agreement for \$3,000 proposal for Facebook marketing. Seconded by Cm McCarthy. AYES: Hinz, McCarthy, Wilcox NAYS: None. Motion passed.

Website Analytics - Cm Hinz and Dennis discussed the benefits of having a website that utilizes search engine optimization, Google Analytics and key word searches. O'Leary noted that the Visit Garibaldi website is now outdated and recommended the commission look into a new website that utilizes search engine optimization, Google Analytics and key word searches. He stressed the importance of having the website, social media and Visitor Guide all working together.

Print Ads - Commission discussed the amount spent last year on print ads, the publications advertised in and decided that they are not interested in pursuing advertising in Now & Then and 101 Things to Do. They agreed that putting money towards social media, and the website, would be more beneficial than print at this time. Chair Wilcox reminded the commission that they do have to retain some print but things are changing.

Commission discussed the need for a marketing plan and O'Leary will bring a recommendation to the next meeting.

VI. NEW BUSINESS

- A. *New Walking Map* - Commission discussed the need for a new walking map, reviewed the current map and recommended several changes. Staff will look into quotes from map design companies.
- B. *Here & Now Media* - Neal Henning gave a presentation on the publication.

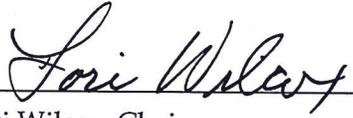
VI. 2015-2016 GOALS

- A. *Community Center Funding Update* - O'Leary updated commission on the funding for the Community Center remodel, noting that the city had received \$60,000 from the County TRT grant but significantly more funding will be needed. He noted that he is in the pre-application process with the USDA for more grant funding.
- B. *2016 Visitors Guide* - O'Leary advised the commission to develop a design subcommittee for the 2016 Visitors Guide. He recommended taking the time to get the Guide the way the subcommittee wants and then taking it to the commission for approval. MediaAmerica will not provide a visual until they create a draft document and any changes after that will increase costs significantly. Chair Wilcox and Cm Hinz volunteered to be on the design subcommittee. O'Leary noted that MediaAmerica does layout, design, printing and they can include content, but it increases the cost significantly. Staff reminded commission that ad sale costs will be much higher this year due to the change in publishing companies and incompatible software. Chair Wilcox

stressed the importance of sending the same message either on online or in print. Dennis volunteered to ensure the content of the new guide matches the website content and tone. Commission discussed the total cost and staff time involved in producing the Guide and the potential benefits of biannual printing. O'Leary recommended discussing it further at the next meeting.

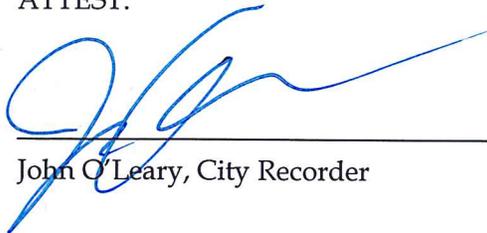
IX. ADJOURNEMENT

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



Lori Wilcox, Chair

ATTEST:



John O'Leary, City Recorder

