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## TOURISM COMMISSION MEETING

Monday, November 2, 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, Suzanne McCarthy and Jeff Wong, Nan Devlin (Tillamook Coast), Susan Moreland (Tillamook Coast), 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 October 5, 2015 Tourism Commission meeting.

**MOTION Made by Cm Hinz to approve the minutes from the October 5, 2015 meeting. Seconded by Cm Wong. AYES: Hinz, McCarthy, Wilcox, Wong. NAYS: None. Motion passed.**

### IV. CORRESPONDENCE

### V. OLD BUSINESS

- A. *Oregon Virtual Tours* - Commission viewed Oldenkamp's panoramic photographs and selected three to purchase.

**MOTION Made by Cm Hinz to approve the purchase of the Three Graces, Piers End and the Jetty Beach panoramic photos. Seconded by Cm McCarthy. AYES: Hinz, McCarthy, Wilcox, Wong. NAYS: None. Motion passed.**

- B. *New Walking Map* - Commission looked over several map styles, discussed Google Maps and decided on separate styles of maps for online and print. Staff will continue to look into quotes from map design companies.

### VI. NEW BUSINESS

- A. *Wayfinding Signage* - Nan Devlin, Director of Tillamook Coast, discussed the phases of the new program, noting that they will do a county wide survey, then have town meetings and then form a committee to put together proposals. Next fiscal year they should have the funds for signs. The county hopes to fund most of it though it might take two or three years.

Devlin also discussed possible changes to the Tillamook Coast organization, including the possibility of changing it into a 501(c)(6), a nonprofit that can generate revenue. Cm Wong commended Tillamook Coast for the hard work they have done.

- B. *Winter in Tillamook County* – Susan Moreland, Marketing Assistant for Tillamook Coast, went over the new program Tillamook Coast is starting to promote winter tourism throughout the county by having each village decorate for the holiday season. She discussed the need to start small so that other businesses would follow and the possibility of a contest as incentive.

Devlin discussed a radio ad they have running on the Lars Larsen radio show and mobile ads targeting specific locations with GeoFencing. Cm Wong recommended advertising with Outdoor GPS and iFish, both very popular with people that would be likely to visit Garibaldi. Devlin reminded the commission that there is almost \$70,000 worth of promotional grants now available from the second phase of the marketing and promotions grant.

VII. 2015-2016 GOALS

- A. *2016 Visitors Guide* – Commission discussed the benefits of changing printing schedule of the Visitor Guide to every other year. Benefits included larger discount on bulk printing, easier time selling ads as they will be out longer for the price and less staff time involved.

**MOTION Made by Cm Hinz to print Garibaldi Visitors Guide every other year. Seconded by Cm Wong. AYES: Hinz, McCarthy, Wilcox, Wong. NAYS: None. Motion passed.**

VIII. PUBLIC COMMENTS

David Laine noted that the commission should look into retitling Piers End to the Old Coast Guard Boathouse as it is more historically accurate and in the 1880's tourists were described as "pleasure seekers".

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