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CITY HALL -- 107 SIXTH ST. (P.O. BOX 708) -- GARIBALDI, OREGON 97118
PHONE 503/322-3327 -- FAX 503/322-3737 -- TTY 800/735-2900
E-MAIL city@ci.garibaldi.or.us WEBSITE www.ci.garibaldi.or.us
THE CITY OF GARIBALDI IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER

TOURISM COMMISSION MEETING

Monday, 3 March 2014
City Council Chambers, 10:00 a.m.

I. CALL TO ORDER

Cm Eugene Tish called the meeting to order at 10:00 a.m. Present were Commission members Suzanne McCarthy, Kelley Cook, Marcus Hinz, and Lori Wilcox, City Manager John O'Leary, Assistant City Manager Mary DeLoria, Jeff Hunter (Harborview Inn), and Everett Brown.

II. CONSENT CALENDAR

- A. Approval of minutes from February 3, 2014 Tourism Commission meeting

MOTION Made by Cm Hinz to accept the minutes from the February 3, 2014 Tourism Commission meeting as presented. Seconded by Cm Wilcox. AYES: Tish, McCarthy, Cook, Hinz, Wilcox. NAYS: None. Motion passed.

III. WELCOME / INTRODUCTIONS

- A. Jeff Hunter, Everett Brown.

IV. CORRESPONDENCE

- A. none

V. OLD BUSINESS

- A. *Visitor's Guide* - John O'Leary: Discussed possible design changes to the guide layout. DeLoria reported on Betty Baumgart's emailed request that City of Rockaway Beach City Manager Lars Gare review the Rockaway page with respect to the Cedar Tree article. Cm Tish noted that he likes the existing layout.

Discussion produced the following changes to request:

1. Cm Tish noted that the whole history section can be deleted.
2. Neah-Ka-Nie Mtn. should be featured with respect to its treasure folklore and placed on the map (currently on page 5).
3. Indicate that north route to Cape Meares is closed.
4. Cm McCarthy suggests day outings be listed. Hunter has a collection of day outings, north and south and gave short description. Cm Tish noted popularity of outing listings.
5. Move the "big spot" on the map (currently on page 5) to where Garibaldi actually is.
6. Move Barview and Barview campground back into the Garibaldi section is rather than showing them in North County.
7. Crab Races article (from website) to be put in.
8. Cm Tish requested greater use of website URLs and QR codes.

O'Leary noted that changes after Friday, March 7 will be difficult, if not impossible, and will drive up publication costs. Discussion of article styles, reportage vs. marketing slant. O'Leary noted that he will review and approve textual content before publication.

Page by page:

1. (cover) – Discussion re: price on cover. Consensus: combine "compliments of:" with price. Discussion of distribution method. O'Leary to prepare one-page informational sheet for advertisers/vendors. Replace "Garibaldi Visitor's Guide" with logo.
2. No change.
3. O'Leary okay with layout. "Big G" picture would be good.
4. Move Garibaldi "dot" to actual location of city on map. Add indicator for Neah-Kah-Nie Mountain.
5. Add half-day outings, north
6. Add half-day outings, south
Annual events: need to add material on children's attractions including fish tank, go-karts. Avoid "for sale" signs in pictures.
7. Annual events: add a QR code for the crab races. Expand to 4 pages for events. Cm Tish noted that we can expand the "Around Garibaldi" section if needed.
8. Move Barview Jetty text to the Garibaldi area.
9. Around Garibaldi: Brown noted the need for an updated picture of Pier's End and The Three Graces. Add material on Lumberman's Park.
10. Around Garibaldi: Add a reference to the Heron Rookery. Cm Wilcox noted the need for fresh material on the museum, and to update its URL. Cm Tish noted the need to update OCSR material.

11. Brown noted that we need new picture, front view, of the Old Mill. #17 can reference both Lumberman's Park and OCSR.
12. Update park picture. Delete "see back of map" on left of map. Need updated picture of sawmill equipment. Replace picture of Commercial Avenue (#10) with a crabbing photo.
13. North County: delete Twin Rocks Turnaround County park material. Need material on Wheeler (antiques), Nehalem and Manzanita.
14. North County: Delete Hart House picture. Joe Happ to check with Lars Gare on Rockaway cedar article.
15. North County: Make Neah-Kah-Nie Mtn. more prominent. Add in city content.
16. Central / South County: Leave in Air Museum material this year. Consensus: add section on breweries & wineries, could be back on page 21 or 22. Cm Hinz to work with Nancy Slavin to write the section. O'Leary noted that she should list the names, addresses, and QR codes for breweries and wineries that are open to the public. Limit of 300 words, if she can do it within the next 10 days.
17. Central / South County: alter map, removing section of Hwy 131 between Cape Meares viewpoint and Bayocean Spit. Add material on Cape Meares beach.
18. Central / South County: Add QR code for Pioneer Museum.
19. No change.
20. Happ and Newton to revisit the birdwatching section (p22), adding QR codes to specific references.
21. Fireworks sponsors: Cm Tish noted that businesses purchasing a half-page ad got a listing on the back page.

Hunter and Cm Hinz to email text for articles to O'Leary. O'Leary will meet with Cm Tish re: the proposed changes.

Item for the August or September, 2014 agenda: evaluation of publication and review for publication and publishing contract for changes.

B. *Business Alliance Spring Meeting* - Cm Wilcox suggests an hour-long meeting to 1) present marketing information, 2) decisions on action priorities, and 3) challenging business owners to clean up buildings. Cm Wilcox requests direction from City Manager re: availability of funds for paint, etc. Discussion of a short-term loan program through the Garibaldi Urban Renewal Agency. Hunter noted that there are many channels available for small business owners to improve their businesses.

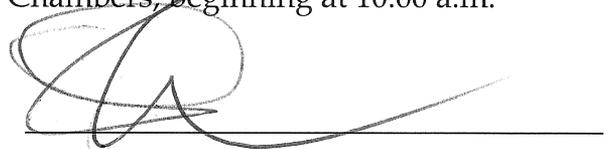
Additional items GTC would like to include: customer service training.

V. NEW BUSINESS

- A. *Garibaldi Days*: Selected Grand Marshal: Blair and Kellie Smith were selected as Grand Marshals for the 2014 festival, in recognition of their investment in the city. Chair Tish will confirm participation with the Smiths.
- B. *Needs Assessment*: Chair Tish reported that the City council approved the Tourism Commission's priority list. Tillamook County Economic Development Council (EDC) is in the process of hiring a consultant for the county project.
- C. *City Beautification*: Cm McCarthy noted that she will not be present during April. Cm McCarthy reported that there are nine big flower pots in town, some of which need to be replaced. Cm McCarthy reported that the Public Works Director said that the existing poles will not hold the weight of hanging baskets. Garibaldi Garden Supply will plant and care for baskets if the business owner can put advertising on the pots and baskets. Discussion of budgeting of costs.

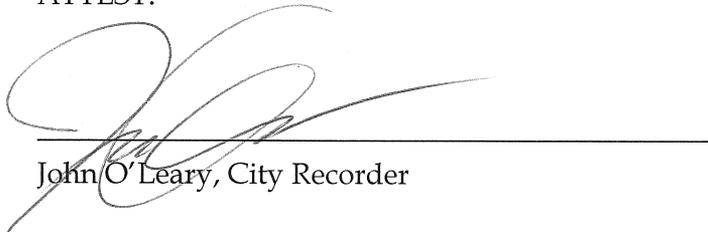
VI. ADJOURNMENT

Meeting was adjourned at 12:21 p.m. by Chair Tish. The next regular meeting of the Garibaldi Tourism Commission is scheduled for Monday, April 7, 2014 in the City Council Chambers, beginning at 10:00 a.m.



Eugene Tish, Chair

ATTEST:



John O'Leary, City Recorder