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TOURISM COMMISSION MEETING

Monday, 4 August 2014
City Council Chambers, 10:00 a.m.

I. CALL TO ORDER

Cm Eugene Tish called the meeting to order at 10:01 a.m. Present were Commission members Suzanne McCarthy, Marcus Hinz, and Lori Wilcox, City Manager John O'Leary, Assistant City Manager Mary DeLoria, Public Works Director Blake Lettenmaier, City Tourism Specialist Kylie Poklikuha, Mike Saindon (Port of Garibaldi), Curtis Dewey (Coast Guard), Maighread Gallagher (Irish's Mooring), Everett Brown, Priscilla Brown, Joe Wrabek (arrived late), David Laine, and Synd Smith. Cm Kelley Cook was absent.

II. CONSENT CALENDAR

- A. Approval of minutes from June 2, 2014 Tourism Commission meeting.
MOTION Made by Cm Wilcox to approve the minutes from the June 2, 2014 meeting as presented. Seconded by Cm Hinz. AYES: Tish, McCarthy, Wilcox, Hinz. NAYS: None. Motion passed.
- B. Approval of minutes from July 7, 2014 Tourism Commission meeting.
MOTION Made by Cm Wilcox to approve the minutes from the July 7, 2014 meeting as presented. Seconded by Cm Hinz. AYES:
- C. Approval of revised 2014 Tourism Commission Goals.
MOTION Made by Cm McCarthy to approve with revised added language added regarding the development and implementation of a staff-driven marketing program for meetings and conferences. Seconded by Cm Wilcox. AYES: Tish, McCarthy, Wilcox, Hinz. NAYS: None. Motion passed.

III. WELCOME / INTRODUCTIONS

Self-introductions all around.

IV. CORRESPONDENCE

None.

V. OLD BUSINESS

None.

VI. NEW BUSINESS

A. Garibaldi Days Review

GTC Chair Tish thanked all for participating in the event.

Garibaldi Days Committee Chair McCarthy led the debriefing discussion.

Parade - Saindon discussed on-going meetings to improve relationship between city, port, OCSR and Lion's Club. O'Leary noted that city had not applied to POTB for permit and noted that there is new train schedule this year which conflicted with the parade. Saindon noted helpfulness of OSCR staff in coordinating for the changes. OCSR will be included in planning for next year. Wilcox discussed a visitor's disappointment in lack of 4 pm train run. McCarthy mentioned the need for signage and information at OSCR location. Discussion of timing of parade entries, suggestion of using a timing coordinator. It was noted that the Astoria Clowns have a good parade pacing; it would be useful to put them early in the parade. Cm Wilcox suggests putting out a public service announcement in May for parade entries, especially dancers and band entries. Discussion of obtaining parade sponsors.

Laine noted the potentially dangerous situation presented by the go-karts speeding around the children along the parade route. Discussion; noted intent to ask the go-kart vendor to have his crew drive more slowly if they are in next year's parade. Saindon noted that both city and port staff worked very hard to put on this year's event; staff will need to manually enforce safety standards. Saindon requests that this discussion be tabled to the 2015 event start-up meeting and volunteered as coordinator for security for the 2015 event.

Vendor booth - McCarthy noted positive feedback from Patty Watson, former long-time vendor booth coordinator. Priscilla Brown noted that her daughter Amy did quite well this year, as well. Cm Wilcox discussed Walla Walla Burger and The Purse Farm issues; suggested that all food court trailers be in place by noon on Thursday. Noted three general vendors this year that brought in cargo trailers, which caused some severe coordination issues. Requested that trailers are required be in place by noon on Thursday. Vendor's dogs should be crated. Discussion of creating

a posted no dogs in vendor booth area policy. Wilcox suggests signage re: loading area time limits. On application: revise so rules are part of signed agreement. Noted problems caused by missing info on the incoming applications, suggested putting an asterisk next to required items. Suggested that we increase the deposit to \$50 or half of the total fee. Payment in full deadline date changed to June 15. Leave packet link on website until the beginning of the event. Comments on new vendor booth; asks that the front panel be modified before the next event (too heavy for volunteer staff to manage). Set up tables & chairs on Thursday. Discussion of food vendors, noted that one vendor will not be invited back. McCarthy noted that some of the vendors were not able to get out to get refreshments.

Wilcox suggested that we pursue corporate sponsorships for various elements of the event. Larger posters, include sponsor names, with pictures of events. Suggests canned food drive for Biak Avenue concert. Wilcox thanked all volunteers and staff for their efforts.

Entertainment - Wrabek noted that a couple of acts canceled at the last minute, which caused some scheduling issues. Start Saturday music at noon in the future. Start and end earlier on Sunday. Discussed developing a needs list for the performers so the sound technician could plan for rapid band changes. Discussion of having music only Friday and Saturday with music running to 8 pm and discontinuing the Sunday music. Discussion of obtaining shade canopy or awning for the stage or reconfiguring food court area.

Wrabek discussed Sharon Stafford's idea of picking an event King and Queen from the grade school. Laine noted that the first parade King and Queen were crowned in 1961. Discussion.

Wrabek noted complaints regarding the buttons, noting the feeling that there were not enough available. [Staff noted that we had 65 leftover from a print run of 100. Actual count: 35 left over.] Discussion to be added to 2015 start-up meeting.

Parking & Safety - O'Leary discussed safety issues, noting specific issue during the parade check-in and line-up. Noted need for paid safety staffing for activities. Saindon noted that the Port will partner with City to staff the event.

Marketing - Tish noted the need for more advance marketing of the Saturday night live music. Noted GTC's inability to use Transient Room Tax funds for funding the event. Tish noted that this is the first year that GTC did not advertise with The Oregonian, but did have (free) calendar of

event entries in many regional publications. Wilcox noted need for television spots.

Discussion of 2015 start-up meeting in September, set for Monday, Sept. 15. McCarthy agreed to chair the 2015 event. Tish encourages all attendees to think about which section they will volunteer to lead for next year's event. McCarthy: how many volunteers are needed for your section? What costs do you expect to incur? How much revenue gained / expense incurred in 2014? Saindon noted additional regulations for fireworks this year, had to put on additional staff for crowd control. McCarthy pushed for additional volunteer recruitment.

McCarthy noted that staff is gathering volunteer names for publication of the annual "Thank You" ad. Deadline to submit names to staff is Thursday by close of business.

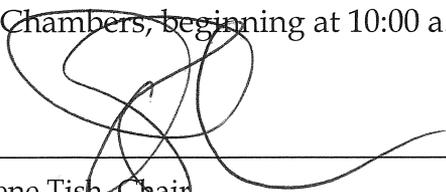
McCarthy noted Librarian Norma Johansen's request to bring in performers to the library during Garibaldi days 2015. Discussion set for September 15 agenda.

Topic for 2015 start-up meeting: five-year planning for event. Where does the commission want to be with this event in five years? Hinz noted that the GTC's task is to invest funds to bring people in during the shoulder season. Tish noted that the future planning needs to consider proper use of funds.

- B. *Goal Statement and Budgeting* – Tish noted that the next GTC meeting will cover updating the goal statement and budgeting for FY 2015-16.
- C. Terms for GTC members end December 31 each even-number year on a rotating basis. Terms for positions 3 (Tish), 4 (Hinz) and 5 (Wilcox) end on December 31, 2014. Chair Tish will not seek re-appointment to GTC this year.

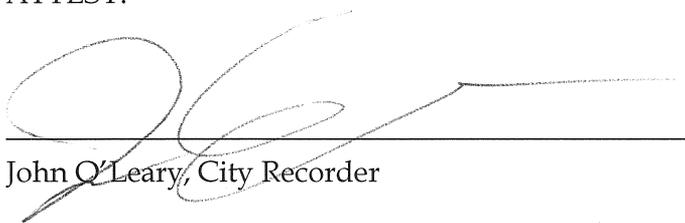
VII. ADJOURNMENT

Meeting was adjourned at 12:01 p.m. by Chair Tish. The next regular meeting of the Garibaldi Tourism Commission is scheduled for Monday, September 8, 2014 in the City Council Chambers, beginning at 10:00 a.m.



Eugene Tish, Chair

ATTEST:



John O'Leary, City Recorder