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THE CITY OF GARIBALDI IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER

TOURISM COMMISSION MEETING

Monday, 3 November 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, Marcus Hinz and Kelley Cook, City Manager John O'Leary, City Tourism Specialist Kylie Poklikuha, Tillamook Area Chamber of Commerce Executive Director Justin Aufdermauer, Tillamook County Tourism Director Nan Devlin, Everett Brown, Garibaldi Museum Manager Anna Rzuczek, Kristen Penner and David Laine. Cm Wilcox was excused.

II. CONSENT CALENDAR

Approval of minutes from October 6, 2014 Tourism Commission meeting.

MOTION Made by Cm Hinz to approve the minutes from the October 6, 2014 meeting as submitted. Seconded by Cm McCarthy. AYES: Tish, Cook, McCarthy, Hinz. NAYS: None. Motion passed.

III. WELCOME / INTRODUCTIONS

The commission welcomed Nan Devlin as the new Tillamook County Tourism Director.

IV. CORRESPONDENCE

None.

V. OLD BUSINESS

A. Community Center Remodel Update: O'Leary said that he had been focusing on other city priorities and had nothing new to report at this time.

B. Meeting and Conference Update: Poklikuha reported that staff was working on making low cost improvements to the existing community space to improve its marketability. Poklikuha also discussed staff efforts to promote and market the current space. The commission and staff discussed the use of HTML email template for promoting Garibaldi and its tourism space, and staff was directed to procure an appropriate HTML template and/or report back to the commission on staff's investigation of

purchasing such a template.

- C. Furniture Update: O'Leary explained that purchasing space partitions, tables and chairs that would provide the most value to the city in terms of performance and durability would exceed \$5,000, requiring city council action.

VI. NEW BUSINESS

A. Advertising Program:

- a. Port Spread in Mile by Mile Guide: Commission discussed the historic relationship between the Port of Garibaldi, local businesses and the city as it pertains to the purchase of the Mile by Mile Guide add produced by Oregon Coast Magazine. The commission expressed consensus to have Tish and O'Leary further inquire with the Port of Garibaldi Manager on their marketing plan and report back to the commission.
- b. Tillamook Coast Fulfillment Piece: Aufdermauer discussed the anticipated changes associated with what is currently the Tillamook Area Chamber's visitors guide, which is expected to be Tillamook County's visitors guide for at least the next year. The commission discussed the value of advertising in the chamber's/county's visitors guide. **MOTION made by Cm. Cook to request staff enter into a purchase agreement with the Tillamook Area Chamber for a two page ad promoting Garibaldi as an overnight tourist destination. Seconded by Cm Hinz. AYES: Tish, McCarthy, Hinz, Cook. NAYS: None. MOTION PASSED.**

- B. Visitors Guide Advertisers vs. Garibaldi Days Sponsors: Commission discussed the issue of soliciting local businesses to support Garibaldi Days as corporate sponsors as opposed to advertising in the city's visitors guide. Commission requested that staff adjust their promotion strategy and sponsorship packages to include advertising as a component. O'Leary noted that staff would review this request and report back on intended action next month.

- C. Ongoing Garibaldi Memories Facebook Dialog: Tish discussed with the commission a Facebook page titled Garibaldi Memories and the various discussions recorded on this page. Tish encouraged commission members and community members to seek to belong to this page and contribute to the active discussions.

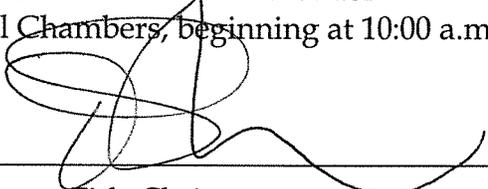
- D. T-Shirts: McCarthy requested a report on the city's tourism promotion t-shirt sales. Staff reported that staff had implemented a whole-sale program at the suggestion of the Tourism Commission, which is being received positively by local

businesses. O'Leary noted that staff would report back to the commission on this at a later date.

- E. City TRT Increase Discussion: McCarthy noted that the Tourism Commission and the council had discussed the idea of raising the city's transient room tax from 8% to 9%. The commission discussed this and McCarthy asked for consensus to revisit the idea again in time to implement a raise by July 2015. No decision was made by the commission.
- D. City History and Website Content: The commission heard comments from David Laine regarding the current text on the city's tourism website conveying the history of the city. The commission discussed this and O'Leary noted that any corrections submitted to the city regarding the city's website would be considered and implemented if appropriate.

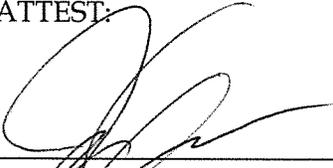
VII. ADJOURNMENT

Meeting was adjourned at 12:25 p.m. by Chair Tish. The next regular meeting of the Garibaldi Tourism Commission is scheduled for December 1, 2014 in the City Council Chambers, beginning at 10:00 a.m.



Eugene Tish, Chair

ATTEST:



John O'Leary, City Recorder