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TOURISM COMMISSION MEETING

Monday, 07 January 2013
City Council Chambers, 10:00 a.m.

I. CALL TO ORDER

Chair Kevin Greenwood called the committee meeting to order at 10:00 a.m. Present were Commission members Suzanne McCarthy, Eugene Tish, Marcus Hinz, and Kelley Cook, and City Manager John O'Leary, Assistant City Manager Mary DeLoria, Betty Baumgart, Everett Brown, Lars Gare (City of Rockaway Beach), Cm Rich Riley (City of Rockaway Beach), and Jeff Monaco (Flamingo Jim's).

Chair Greenwood welcomed the visitors. The commissioners provided an overview of the Tourism Commission program and its duties, clarifying the uses of transient room tax revenues with respect to the City's advertisement reimbursement program.

Chair Greenwood welcomed new commissioners Kelley Cook (Position 2) and Marcus Hinz (Position 4).

II. CONSENT CALENDAR

Approval of minutes from the December 3, 2012 Tourism Commission meeting. Chair Greenwood requested that the minutes be amended to strike the organizational reference for Kelly Barnett.

MOTION made by Cm McCarthy to accept the minutes from the December 3, 2012, Tourism Commission meeting as amended. Seconded by Cm Tish. AYES: Greenwood, McCarthy, Tish, Cook, Hinz. NAYS: None. Motion passed.

III. OLD BUSINESS

A. *Update on 2013 Oregon Tuna Classic* - Conference call with Bud Hosner of Oregon Tuna Classic, who gave information on this year's event to be held August 16 and 17 in Garibaldi. Hosner noted that the 2012 event netted 4,000 cans of tuna and \$20,000 cash donated to the

Oregon Food Bank plus another \$10,000 in cash donations to Ducks Unlimited. 2013 marks the ninth year of donations to the food bank and the eighth year of the Oregon Tuna Classic competition.

Everett Brown queried as to whether the Go-Kart vendor slated for Garibaldi Days could be held over for the Tuna Classic. The commission decided that additional activities for that weekend should be discussed at the February Tourism Commission meeting.

B. *Advertising Status* - Cm Tish gave an update on the status of the advertising orders for the remainder of fiscal year 2012-2013, reporting that the Port is purchasing a 2-page spread in the Mile-by-Mile Guide with a subsidy for local businesses that advertise in the spread (including the GTC). He noted that this advertising is a new item for the Tourism Commission. Tish reported that the other advertising ordered with GTC's prior approval is a 1/3-page advertisement in Oregon Coast Visitor's (OCVA) Guide with a website link and a 1/12-page advertisement in the annual Travel Oregon guide, also with a website link.

Cm Tish acknowledged his appreciation for the volunteer assistance received from Marcus Hinz, Bruce DeLoria, and Betty Baumgart.

C. *Budget Discussion* - O'Leary noted that the budget document included in the packet is a draft, and that the "Actual" numbers are reported in cash basis. Cm Tish asked that staff include two years' data to show reserve carry-over, then move the carry-over to the Tourism Reserve line item.

A community expense-related concern was noted by Ev Brown, in that numerous complaints have been received by him regarding a lack of City holiday lighting this season. O'Leary reported that lighted silhouettes are in poor repair, but that he would research whether they can be repaired and hung November through March.

IV. NEW BUSINESS

A. *OCVA Calendar Items* - Cm Hinz commented on OCVA's program for posting calendar items and noted that he would get Chair Greenwood set up to handle the needed event postings.

B. *Commission Goals* - Cm McCarthy noted that the goal setting done in 4th quarter of 2012 needs to be followed up with setting action plans.

VI. ADJOURNMENT

Meeting was adjourned at 11:15 a.m. by Chair Greenwood. The next regular meeting of the Garibaldi Tourism Commission is scheduled for Monday, February 4, 2013, beginning at 10:00 a.m.



Kevin Greenwood, Chair

ATTEST:



John O'Leary, City Recorder