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## TOURISM COMMISSION MEETING

Monday, 04 February 2013  
City Council Chambers, 10:00 a.m.

### I. CALL TO ORDER

Chair Kevin Greenwood called the committee meeting to order at 10:15 a.m. Present were Commission members Suzanne McCarthy, Eugene Tish, and Kelley Cook, and City Manager John O'Leary, Assistant City Manager Mary DeLoria. Commissioner Marcus Hinz was excused as he was in Cannon Beach to attend the annual Travel Oregon content meeting on behalf of the Tourism Commission.

### II. CONSENT CALENDAR

Approval of minutes from the January 7, 2013 Tourism Commission meeting and the January 8, 2013 Garibaldi Days Committee meeting.

**MOTION made by Cm Tish to accept the minutes from the January 7, 2013 Tourism Commission meeting and the January 8, 2013 Garibaldi Days Committee meetings as presented. Seconded by Cm McCarthy. AYES: Greenwood, McCarthy, Tish, Cook. NAYS: None. Motion passed.**

### III. OLD BUSINESS

A. *Seasonal Lighting* - O'Leary noted that due to time constraints he has not yet been able to follow up on this item. He will report on his findings at the regular meeting in March.

B. *Commission Goals* - O'Leary noted that the Commission's goals were clearly set forth in the October 2012 minutes and the action steps in the November 2012 minutes and asked whether the Commission needs a goal document for reference. Discussion implied a request for a goal document but the question was not explicitly answered. Cm Tish stated that, now that the budget component has been discussed, the commission should revisit the goals and develop a strategy to meet them. Discussion

of parks development in conjunction with the Port, and the need for a parks master plan.

#### IV. NEW BUSINESS

A. *Tourism Symposium Update* – Cm Tish gave an update on the 2<sup>nd</sup> Annual Tourism Symposium, noting that attendance is by invitation only, with the invitees being made up of primarily local government decision makers with a small number of local business entities invited. This year's focus is on how to increase destination spending in Tillamook County to bring it into line with that in Lincoln and Clatsop counties. Discussion of the economics of the local tourism economy.

**MOTION Made by Chair Greenwood to approve \$1,000 expenditure to help fund the 2013 Tourism Symposium. Seconded by Cm Tish. AYES: Greenwood, McCarthy, Tish, Cook. NAYS: None. Motion passed.**

B. *Visitor's Guide Advertisement Pricing* – Cm Tish suggested that the advertising rates for the 2013 Visitor's Guide and 2013 Garibaldi Days event insert remain the same as those in 2012. Cm Tish gave a short explanation of the sale process and noted that advertising contact requests by local merchants are way up over last year. Commission consensus to keep the ad rates the same for 2013 as they were for 2012 with an allowance for flexibility at ad sales volunteer staff's discretion in pricing to allow for deal closing.

C. *Current Fiscal Year Advertising Expenditures* – Chair Greenwood asked for the status of the advertising placement with Travel Oregon and OCVA. Cm Tish noted that the advertising has not been fully billed yet, but is expected to run approximately \$4,500. Greenwood reported that the Port of Garibaldi will underwrite the 2-page spread in the Mile-By-Mile guide again this year, with reduced advertising rates for the spread being offered to local merchants wishing to participate.

D. *Port Development Update* – Chair Greenwood reported on the Port working with a local business owner Blair Smith who is designing plans for a car wash / boat wash facility that could be sited on the Port at S. 6<sup>th</sup> Street and American Avenue. He noted that a boat wash facility would include equipment for cleaning out boat outboard motors to assist in limiting the spread of invasive aquatic species in the area. Smith's proposal is on the agenda for the next regular Port business meeting, to be held on February 13, 2013 at 7 pm in Bay City.

E. *Purchase of Brochure Holders for Garibaldi Days Fireworks Share Applications* – Cm McCarthy called for a decision on which style of

brochure holder to order. Brief discussion resulted in a consensus to have staff decide from among the four examples shown in the current meeting packet.

VI. ADJOURNMENT

Meeting was adjourned at 12:15 p.m. by Chair Greenwood. The next regular meeting of the Garibaldi Tourism Commission is scheduled for Monday, March 4, 2013, beginning at 10:00 a.m.



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Kevin Greenwood, Chair

ATTEST:



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John O'Leary, City Recorder