



TOURISM COMMISSION MEETING

Tuesday, August 2, 2016

City Council Chambers, 10:00 a.m.

I. CALL TO ORDER

Chair Lori Wilcox called the meeting to order at 10:00 a.m. Present were Commission members Marcus Hinz (arrived late), Jessica Jung, Suzanne McCarthy and Jeff Wong, Todd Bouchard, Nan Devlin (Tillamook Coast), David Laine, Susan Moreland (Tillamook Coast), City Manager John O'Leary, and Tourism Specialist Kylie Poklikuha.

II. WELCOME / INTRODUCTIONS

III. CONSENT CALENDAR

A. Approval of minutes from June 7, 2016 Tourism Commission meeting.

MOTION Made by Cm McCarthy to approve the minutes from the June 7, 2016 meeting. Seconded by Cm Wong. AYES: Jung, McCarthy, Wilcox, Wong. NAYS: None. Motion passed.

IV. CORRESPONDENCE

Visit Tillamook Coast/Economic Development Dinner Save the Date Postcard. Devlin provided an overview of the dinner. Invitations will be coming in September.

V. OLD BUSINESS

A. *Social Media Update*

Commission recommended a social media audit. Devlin recommended cross posting Tillamook Coasts posts and noted the benefits of social media "influencers" posting about Tillamook County have had on their social media numbers.

B. *Garibaldi Map Update - Staff*

Staff updated the commission on the progress with the publisher.

VI. NEW BUSINESS

A. *Tillamook Coast-Wayfinding, Videos, Blogs, Fiscal Year Results-* Nan Devlin

Devlin provided an update on Tillamook Coast activities and noted that people are looking for “outdoorsy” things activities and adventures, as well as cultural stories. She shared the newly released Tillamook Coast videos featuring several different area attractions, including one in Garibaldi. The goal was to tell a greater story through individuals. The videos will be marketed on online and are able to be posted on the Visit Garibaldi website. Devlin reported on Tillamook Coast articles in recent publication and noted they have ordered six blogs about Garibaldi, written by LeeAnn Neil, which will be available for our website as well.

Devlin discussed the upcoming one year lodging revenue study in which eight local hotel properties will receive a new website, photos and online registration all sponsored by Tillamook Coast. Harborview will be one of the properties involved. Tillamook Coast will also be sponsoring a Mystery Shopper program for all the restaurants in the county. Devlin noted that Senator Betsy Johnson have Tillamook Chamber a check to develop a visitor training pilot program.

Devlin provided an update on the county’s wayfinding project noting that that the next phase of the project will be the hardest, coordinating with ODOT and that Garibaldi will be updated as Highway 101 through Garibaldi is.

B. *OCVA Summit Update – Cm Hinz*

Cm Hinz provided an update on the upcoming OCVA Summit noting that almost 24 people have registered so far and the workshops are being finalized.

VII. 2015-2016 GOALS

A. *OCVA Media Buy*

Commission discussed OCVA’s fall video buy and what it entails. Cm Hinz noted that the videos were not topic specific so they can be used for the entire region and the videos would be cross posted by Travel Oregon and Tillamook Coast.

VIII. PUBLIC COMMENTS

None.

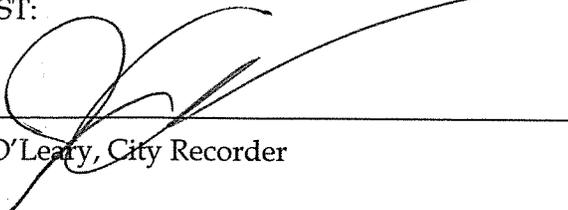
IX. ADJOURNEMENT

Meeting was adjourned at 11:00 a.m. by Chair Wilcox. The next regular meeting of the Garibaldi Tourism Commission is scheduled for September 6, 2016 in the City Council Chambers, beginning at 10:00 a.m.

Lori Wilcox

Lori Wilcox, Chair

ATTEST:



John O'Leary, City Recorder