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TOURISM COMMISSION MEETING

Monday, 06 January 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, Kelley Cook, and Lori Wilcox, City Manager John O'Leary, Assistant City Manager Mary DeLoria, Jeff Hunter (Harborview Inn), Everett Brown, Betty Baumgart, Richard Harrison and Scott Wickert from Oregon Coast Scenic Railroad, and Dan Biggs (Tillamook County Economic Development Council - EDC).

II. VISITORS

Richard Harrison and Scott Wickert discussed the Salmonberry Corridor Coalition's proposed removal of railroad tracks from Garibaldi to Tillamook. O'Leary will contact Rocky Huston of the Oregon State Parks Department regarding the concerns raised and report back at the next regular Tourism Commission meeting. A public meeting on the Rails and Trails project is scheduled for January 17, 2014 in Wheeler with the Oregon State Parks Department and other agencies participating in the project.

III. CONSENT CALENDAR

- A. Approval of minutes from December 10, 2013 Tourism Commission meeting

MOTION Made by Cm Hinz to accept the minutes from the December 10, 2013 Tourism Commission meeting as presented. Seconded by Cm McCarthy. AYES: Tish, McCarthy, Cook, Hinz. NAYS: None. Motion passed.

IV. CORRESPONDENCE

- A. Card from Media America - acknowledgment of receipt
- B. 101 Things to Do Magazine - acknowledgment of receipt

V. OLD BUSINESS

- A. *Budget* – O’Leary discussed the proposed budget and reviewed adopted goals regarding budgetary requirements, noting a lack of an allocation of funds for capital improvement. Cm McCarthy noted that she and Cm Wilcox are developing proposals for improvements. O’Leary is encouraging the GTC to invest available funds in tourism promotion and noted that line item expenditures are not required to remain within budget parameters; however, the full category must stay within bounds. The community hall remodel will be expensed under capital asset expenditures. O’Leary proposes an increase in “Contracted Services” line item and a slight decrease in the “Community Promotion – Media” line item. There was an apparent group consensus on the proposed line item changes.

Chair Tish noted a focus on increasing electronic assets (i.e., website) and other goal items. Cm McCarthy and Cm Wilcox discussed planning for short-term and long-term projects. Chair Tish expressed a need to know the amount of funds that are not restricted. Brown noted that urban renewal funds may be available.

Brown commended the lighted silhouettes and flags that were put up by Public Works during the year. O’Leary suggested publicly vetting plans for flags, etc. for public comment while in the planning process. Cm Hinz noted can these plans can be presented at pre-season merchant’s meeting in March or April.

O’Leary will present the draft budget for GTC approval at its March regular meeting.

- B. *Website Improvement* – Cm Hinz discussed the improvements to the website, including a newsletter function, and Facebook and Twitter capabilities. There is now a “What’s New” section on website. Cm Hinz and writer Nancy Slavin have updated the editorial calendar. Slavin is working on articles for the site. Cm Hinz will send out email invitations to the Facebook page and suggested having the web developer manage the social media segments and assist with developing the strategic direction of the Facebook and Twitter sites.
- C. *Conference Walking Map* – Cm Hinz discussed plans for a map specifically for conference attendees showing lodging, conference areas, public parking and walking paths. O’Leary has approved the expenditure required.

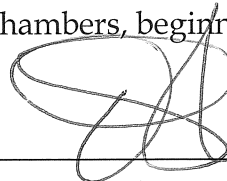
- D. *Special Event Permit* – O’Leary discussed the nature of the ordinance, noting that there is no mechanism to preclude outside event coordinators from capitalizing on the Garibaldi Days event. Chair Tish noted that the original intent of ordinance was to eliminate the need for individual vendors to obtain a regular city business license. O’Leary concurred. Cm Wilcox suggested sending a letter to Old Mill noting the need for them to provide parking, garbage collection and sanitation facilities for their event vendors. O’Leary discussed what amenities the city can and cannot require that property owners provide for private events. Tish discussed his proposal that requirements be included in the application process, noting that adherence to requirements are in lieu of vendors being required to obtain business licenses. Consensus approval of recommendation to the city manager to present the information discussed to the city council for consideration. O’Leary will prepare a draft document and provide it to the Mayor for review.
- E. *Tillamook Area Chamber Guide Proposal* – Discussion. Chair Tish noted that it is a popular marketing piece, but that the GTC was not given sufficient time for consideration before deadline.

VI. NEW BUSINESS

- A. *County Transient Lodging Tax Intergovernmental Agreement* – Dan Biggs gave an update, noting that once the agreement is signed the EDC can then move forward with forming a citizen committee (Travel Tillamook County Advisory Committee) for planning and budgeting purposes. Chair Tish gave a summary of the program, noting that the EDC will run the program with input from the citizen committee. Chair Tish noted that GTC needs to put together a prioritized infrastructure improvement needs list and discussed a short list of possible items for the list. O’Leary noted that developing a solid tourism project plan works well to position the city to be successful in obtaining grants. Discussion of collaborative infrastructure projects.
- B. *Other Topics* – Betty Baumgart updated the commission on activities of the Rockaway Beach Tourism Commission and other items.

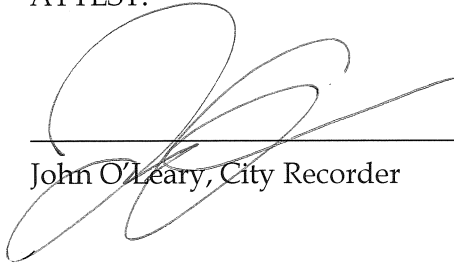
VII. ADJOURNMENT

Meeting was adjourned at 12:10 p.m. by Chair Tish. The next regular meeting of the Garibaldi Tourism Commission is scheduled for Monday, February 3, 2014 in the City Council Chambers, beginning at 10:00 a.m.



Eugene Tish, Chair

ATTEST:



John O'Leary, City Recorder