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**CITY HALL -- 107 SIXTH ST. (P.O. BOX 708) -- GARIBALDI, OREGON 97118**  
**PHONE 503/322-3327 -- FAX 503/322-3737 -- TTY 800/735-2900**  
**E-MAIL [city@ci.garibaldi.or.us](mailto:city@ci.garibaldi.or.us) WEBSITE [www.ci.garibaldi.or.us](http://www.ci.garibaldi.or.us)**  
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## TOURISM COMMISSION MEETING

Tuesday, 10 December 2013  
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, Kelley Cook, and Marcus Hinz, Assistant City Manager Mary DeLoria, Jeff Hunter (Harborview Inn), Everett Brown, Justin Aufdermauer (Tillamook Area Chamber of Commerce), Dan Biggs (Tillamook County Economic Development Commission). Cm Lori Wilcox was excused.

### II. CONSENT CALENDAR

- A. Approval of minutes from November 4, 2013 Tourism Commission meeting
- B. Approval of minutes from November 14, 2013 Special Tourism Commission meeting

**MOTION Made by Cm McCarthy to accept the minutes from the November 4, 2013 Tourism Commission meeting and the November 14, 2013 Special Tourism Commission meeting as presented. Seconded by Cm Hinz. AYES: Tish, McCarthy, Cook, Hinz. NAYS: None. Motion passed.**

### III. CORRESPONDENCE

- A. none

### IV. OLD BUSINESS

- A. *OCVA Banner Ad* – Jeff Hunter: Discussed proposed banner ads, noting GTC's ability to change the banner ad as needed. Chair Tish noted that clicking on the banner image takes the visitor to VisitGaribaldi.com. Consensus approval of the proposal. Hunter was given direction to proceed.
- B. *Fiscal Year 2013-2014 Projects (Goals)* – Eugene Tish: Discussion of goals for the coming year. Revised list:

- a. *Improve the website* – revise to: “Improve /increase all social media and Internet assets” .
- b. *Develop a printed piece such as a rack card or a brochure for marketing and promotional purposes* – Decision to produce no new printed pieces in 2014. Add to the Future Goals list.
- c. *Implement customer service training with quantifiable deliverables* – Keep on the list.
- d. *Foster additional events* – Keep on the list.
- e. *Community Center* – Keep on the list.
- f. *Tourism Symposium* – Take off the list.
- g. *County-wide Transient Room Tax vs. City TRT*- Keep on the list. The GTC needs to decide what its role will be with the County TRT commission and align its position so that it can be a strong partner with the County. Cm Hinz suggested that the GTC should develop request list, e.g. underwrite social media firm to assist smaller partners such as local municipalities.
- h. *Projects: 1) G'Days 2) Visitor's Guide* add: 3) Community Center, 4) continue developing the campus conference concept with altering the walking map to be a convention format to include suggested walking paths, 5) business networking or alliance program.
- i. *Marketing plan* – Take off list

Discussion of “Be a Tourist in Your Own Town” day.

- C. *Folio Appointments for 2014*- Chair Tish handed out a “suggested folio” piece for consideration. Folios, or interest area assignments, are open to commissioners, Community Advisors, or regular meeting attendees to provide leadership to the folio section. Each person assigned should add own their own sub-bullets and share their additions with the commission.
  - a. *Garibaldi Days* – McCarthy, everyone
  - b. *City Hospitality* – McCarthy with Wilcox
  - c. *Business Alliance* – Chair Tish will talk with Maighread Gallagher and Lori Wilcox about leading this section. Both Justin Aufdermauer and Jeff Hunter will participate.
  - d. *Social Media, travel media, website* – Cm Hinz will refine the item and bring it back to the group for further discussion.
  - e. *Print promotion* – Jeff Hunter will lead.
  - f. *Community Center redevelopment* – Chair Tish to lead, assisted by Cm Cook.
  - g. *Events, Meetings and Conventions* – Cm Hinz to lead, Cm Cook will assist.
  - h. *Visitor's Guide* – No lead named. NorthWest Media Consultants will produce the publication.

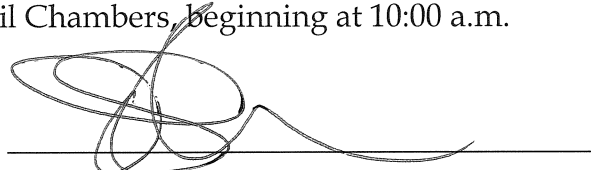
- D. *Special Event Permits* - Cm McCarthy discussed the Old Mill special event permit for vendor booth sales. Chair Tish will review permit. Discussion of issues. Review will continue at the January meeting.
- E. *People's Coast Summit* - Cm Hinz gave an update and requested that the GTC sponsor with \$1,500 contribution to help defray marketing costs. Cm Hinz noted that the conference will offer workshops to small businesses. Oregon Coast Visitors Association expects about 200 participants at the October 21-22, 2014 conference to be held in Garibaldi. Discussion of available lodging, additional activities, and the campus conference concept. Chair Tish noted that this is FY 2014-15 budget item. Cm Hinz is looking for creative ways to affordably beautify the city prior to the event.

V. NEW BUSINESS

- A. *Tillamook Area Chamber Visitor Guide Proposal* - Justin Aufdermauer: Requested GTC's partnership in the 2014 Go Tillamook Visitor's Guide. Discussed publication. \$1,700 (half of total cost) requested to bring print run up to 40,000 copies for distribution. Aufdermauer discussed distribution of the publication, answered questions from the commissioners, and noted that Cannon Beach distributes the largest share of the guides. Cm McCarthy voiced her concern about where GTC stands with its advertising budget. Discussion of committed budget items. Set over to the January meeting for further discussion.
- B. *Customer Service Training* - Justin Aufdermauer discussed the "Give 'em the Pickle" on-site customer service training program and concurrent quarterly general sessions. Due to launch program in January, 2014.
- C. *FY 2014-2015 Budget* - Commission to address at meeting on January 6, with City Budget Officer John O'Leary in attendance.

VI. ADJOURNMENT

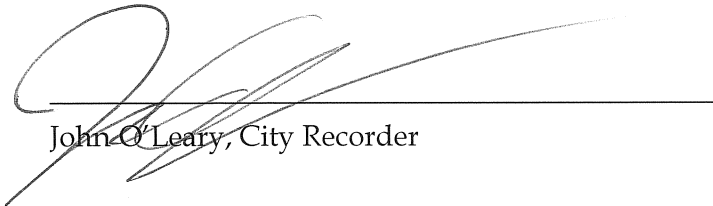
Meeting was adjourned at 12:11 p.m. by Chair Tish. The next regular meeting of the Garibaldi Tourism Commission is scheduled for Monday, January 6, 2014 in the City Council Chambers, beginning at 10:00 a.m.



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Eugene Tish, Chair

ATTEST:



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John O'Leary, City Recorder