



TOURISM COMMISSION MEETING
Tuesday, March 14, 2017
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, Suzanne McCarthy, Jessica Jung and City Manager John O'Leary, and Tourism Specialist Kylie Poklikuha. Cm Wong was absent.

II. WELCOME / INTRODUCTIONS

III. CONSENT CALENDAR

IV. CORRESPONDENCE

V. OLD BUSINESS

A. *Social Media Report*

Commission reviewed social media report. Discussion.

B. *Garibaldi Wedding Show*

Commission decided delaying the wedding show until March 2018 as the Sportsman Shows and the Festival and Events Conference occupied the majority of staff time during February and March. Discussion. Commission members recommended working with Nan Delvin, of Tillamook Coast, to contact Portland wedding planners and work with Justin Aufdermauer, Tillamook Chamber of Commerce, to gain the interest of local businesses.

C. *Garibaldi Map*

Discussion. Chair Wilcox directed commission members to review the current version of the map and report any changes to staff.

D. *Sportsman Shows Update*

Commission discussed the flow of attendees and the amount of engagement at each show. Staff noted that 2,000 totes, 1,300 visitor

guides, and 500 floating key chains and pens were given out at the Portland show, which is a five-day show with over 18,000 attendees. Staff discussed the difference in the shows, noting that the Saltwater show in Salem, though significantly smaller, is targeted towards attendees only interested in fishing. A targeted marketing video answering commonly asked questions about Port fees and moorage was recommended. Discussion.

VI. NEW BUSINESS

A. *Port of Garibaldi Information Kiosk*

Commission discussed the progress of the completed kiosk, noting the information bulletin board has been installed along with a life jacket station.

VII. 2016-2017 GOALS

Commission members reviewed goals. Discussion.

VIII. PUBLIC COMMENTS


Mayor McCarthy updated the commission on the possibility of ODF&W limiting, or stopping, salmon season this year due to over fishing quotas. It was noted that sport fishing might be severely reduced but this happens every three or four years. McCarthy will contact Port Manager, Mike Saindon, for more information.

McCarthy reported that the attendance was down at the Lion's Club annual crab race weekend as compared to last year. It was noted that it is a good shoulder season event. Discussion.

Cm Hinz provided an update on changes made to the Oregon Coast Visitors Association, noting that DMO now means Destination Management Organization and that Travel Oregon is now under a different management system, which could possibly change regional DMO's. Discussion.

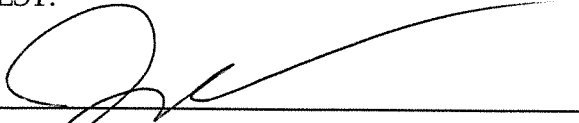
IX. ADJOURNEMENT

Meeting was adjourned at 11:28 a.m. by Chair Wilcox. The next regular meeting of the Garibaldi Tourism Commission is scheduled for April 4, 2017 in the City Council Chambers, beginning at 10:00 a.m.



Lori Wilcox, Chair

ATTEST:



John O'Leary, City Recorder