



City Hall, PO Box 708, Garibaldi, OR 97118  
Office (503) 322-3327 | Fax (503) 322-3737



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## REGULAR TOURISM COMMISSION MEETING MINUTES

Thursday, January 30, 2020 – 6:30 p.m.

Community Hall, Garibaldi City Hall, 107 6th Street, Garibaldi OR, 97118

- I. PLEDGE OF ALLEGIANCE
- II. CALL TO ORDER

Mayor Judy Riggs called the meeting to order at 6:30 p.m. Present were commissioners Shayna Sheldon, Amanda Cavitt, Brent Olson, Rachael Aldridge, John Luquette, Anna Rzuzcek, Geoff Wullschlager (City Manager), and Laura Schmidt (City Tourism Coordinator)

- III. CONSENT CALENDAR

- A. Approval of Minutes –No minutes to approve

- IV. GUESTS

None Scheduled

- V. PRESENTATIONS

- A. Presentation from Ms. Jessica Sticklen – Road Map to Our Community

Ms. Sticklen presented “Roadmap to our Community”. This project is a local marketing concept in which businesses that enroll in the program will get highlighted on a community map screen printed onto t-shirts and tote bags of the city of Garibaldi. It was asked if she would make these available for sale during Garibaldi Days, to which she reported that each participant could sell their own shirts and tots that would be bought at a special rate once they have participated. She also reported that there will be a master poster that will spread from Astoria to Newport once her project is complete in response to questions about the reach of the marketing program. Ms. Sticklen had requested to present her concept to the Tourism Commission as she is seeking funding through sponsorships of the program, and if the City were to participate, the funding would need to come from TLT funds. She reported that there is only sponsorship left for the current year map. She also reported that OCSR, Greg’s Marine, Tami’s Barber Shop, Dari Queen, the Myrtle-wood Factory,

Garibaldi Cannery, the Shell station, the Sigi G, Garibaldi Museum, Kelly's Place, and Garibaldi House. After Ms. Sticklen had presented, the Tourism Commission decided that it would consider the idea but not make a decision at the meeting. In conclusion, it was asked of Ms. Sticklen to please bring a representation of her finished product to a future Tourism Commission meeting.

VI. CORRESPONDENCE

None Received

VII. OLD BUSINESS

None

VIII. NEW BUSINESS

A. Agenda Notes

B. Ordinance 329 Review

City Manager Wullschlager presented Ordinance 329 to familiarize Tourism Commissioners with the structure under which the Tourism Commission was formed. There was minor discussion surrounding the Ordinance.

C. By-laws – Discussion

City Manager Wullschlager introduced the concept of creating by-laws for the Commission. He explained that these would only be binding within the Commission and cannot conflict with any City Ordinance, the City Charter, or any other state law. He went on to discuss that the Commission may want to draft these for internal control and structure for their meetings. No decisions were concluded but it was stated that this would be an ongoing agenda item once the Commission had increased representation and structure.

D. Garibaldi Days – Discussion

1. Theme

General discussion was held around theme concepts for the upcoming Garibaldi Days of summer 2020. Mayor Riggs expressed an interest in stepping away from the past themes that seemed to focus on the music and concert elements of Garibaldi Days, and to replace it with a concept that would center on the 60th anniversary of the event. Manager Wullschlager suggested the idea of “Garibaldi Days 2020, honoring our past, creating our future”. The Commission generally agreed that a more Garibaldi, and historical focus would be welcomed. No final decisions were made on and the agenda item was tabled for further discussion at the February meeting.

## 2. Entertainment

Manager Wullschlager brought up some of the community suggestions he has received regarding past years entertainment concepts. In particular, he noted that there had been voices that had asked for more variety throughout the whole event (Friday and Saturday evening's) and, in particular, country music. Manager Wullschlager reflected on the 2019 event in which the City provided bluegrass style music on the Friday evening stage and he noted that attendance was poor. He then suggested that what the City might want to consider would be a more rock/country act that would be more upbeat. He provided the Commission with a medley video of Jessie Leigh, a local alternative country act. The Commission was somewhat interested in the artist, but no final decision was made. Manager Wullschlager did report to the Commission that Ms. Leigh would only be available for a short window before being booked up for the summer months.

The Commission did state, in concert with Manager Wullschlager and several opinions from the audience, that the Saturday night entertainment should not stray too far from the rock music acts of the past as this has been proven to be a successful combination for the Saturday entertainment and Garibaldi Days as a whole. The Commission agreed by consortium and asked the City Manager and City Tourism Coordinator to bring more suggestions to the February meeting for review.

## 3. Grand Marshall – Nominating process

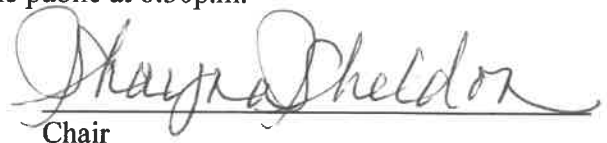
Discussion was had on how the Grand Marshall is chosen. Discussion was had on how being called a “princess” these days is not appealing to younger generations. No nominations were made, and the agenda item was tabled for further discussion at the February meeting.

## E. Road Map to Our Community

No decision made to forward to Council. Commission decided to table the idea until February meeting.

## IX. ADJOURNMENT

Meeting was adjourned at 7:49p.m. The next regular meeting of the Regular Tourism Commission is scheduled for February 27, 2020 in the Community Hall beginning at 5:30p.m for a private session and open to the public at 6:30p.m.

  
Chair

ATTEST:

  
Laura Schmidt, Tourism Specialist

