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## TOURISM COMMISSION WORKSHOP MINUTES

Thursday, October 29, 2020 at 5:30 p.m.

### Zoom Conference

Present were Commission members Shayna Sheldon, Amanda Cavitt, Rachael Aldridge, Cheryl Gierga Hamilton, and John Luquette. Also, in attendance were Mayor Judy Riggs and Tourism Specialist Laura Schmidt. Nan Devlin with Visit Tillamook Coast was also present. Commissioners Carla Albright and Brent Olson were absent.

#### I. Strategic Planning Discussion

Nan Devlin with Visit Tillamook Coast joined the Commission to help guide the discussion concerning changes to the current vision, mission and goals. John Luquette offered multiple suggestions for the vision and mission. The Commission were all in agreement that the *tagline* Stay, Play and Learn should be incorporated into the new vision. A new mission statement was also formed. The Commission decided to save the revamping of the goals for a separate workshop.

#### II. Tillamook County 2021 Marketing Grant Application Discussion

Nan Devlin with Visit Tillamook Coast joined the discussion regarding the grant. Several ideas were discussed including topics of radio ads and video production. The hiring of a grant writer was discussed. Cm. Cavitt will reach out and follow-up with one she was familiar with and L. Schmidt will check with City's financial officer regarding budget and funds available. It was decided once these items were known, the Commission could make a more informed decision regarding moving forward with an application.