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www.VisitGaribaldi.com

REGULAR TOURISM COMMISSION MEETING MINUTES

Thursday, February 27, 2020 – 5:30 p.m.

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

I. CALL TO ORDER

Mayor Judy Riggs called the meeting to order at 5:36 p.m. Present were commissioners Shayna Sheldon, Amanda Cavitt, Brent Olson, Rachael Aldridge, John Luquette, Geoff Wullschlager (City Manager).

II. CONSENT CALENDAR

A. Approval of Minutes

III. GUESTS

Nan Devlin, Executive Director, Tillamook Coast Visitors Association

IV. PRESENTATIONS

A. Nan Devlin presents tourism development priorities that the Tillamook Coast Tourism Advisory Committee created in 2015. It was their guiding light for deciding what they do as far as tourism activities and programs to fund. Devlin provides a list containing four principals of sustainable tourism and destination management. Sustainable tourism means people (*is it good for the community*), place (*does it protect and is it respectful to the environment*) and profit (*does it provide economic vitality*).

1. **Develop the tourism industry in ways that are social, culturally and ecologically responsible.**

Devlin states that Tillamook County differentiates our region for visitors by providing experiences involving outdoor access and education, culinary agritourism, and cultural heritage. Tillamook is more about the experiences rather than just getting “heads in bed” as some other city, like Lincoln City, have done.

2. **Prioritize tourism growth that improves economic conditions in shoulder and off-season and supports the economic stability of the workforce.**

3. **Improve communities' ability to better accommodate tourist and the visitor experience with new, enhanced or better utilization of tourism-related facilities for increased year-round use.**

One way would be to help sponsor events or help put on off-season events or bring conferences to Tillamook. Bringing a travel writers event here has been put in the works.

4. **Inspire growth in new and traditional industries to support long-term priorities of county tourism.**

Helping small fisheries expand their business and bring their product to market and marketing them. Also attempts to get an outdoor outfitter down in Garibaldi for fishing, kayaking and SCUBA diving.

Devlin invites everyone to attend the North Oregon Coast Tourism Community Forum on March 9th in Gearhart.

Garibaldi businesses that had applied and were awarded grant money from Tillamook Coast were the Maritime Museum and OCSR.

Discussion and explanation regarding who Travel Oregon, Oregon Coast Visitor's Association, and Tillamook Coast entities were.

Devlin suggested having 2-3 strategic planning session to decide what are Garibaldi's assets, what are we good at, what can we improve and what do we want to avoid, what are long term goals, tactics for reaching those goals, etc. which will be a great guideline for what the commission should focus on. Devlin offers to help facilitate that meeting to guide the commission and then write up the plan for them.

V. CORRESPONDENCE

None Received

VI. OLD/NEW BUSINESS

- A. **By-laws** – Discussion on development of structure. Ordinance will be changed to reflect the verbiage regarding primary and alternate seats. Commission decides to rule by majority vote. Commission decides that Shayna Sheldon will be Chair and Amanda Cavitt will be Vice-chair. Decided that a structured timeline and time limits should be formed and to also put a public comment rule into the by-laws.

B. Garibaldi Days – Discussion on history and origins of Garibaldi Days as well as town history as explained by David Laine.

-Devlin mentions quality of vendors have declined in years past. Discussion ensues regarding MLM vendors, vendor applications, insurance, etc.

-Gierga-Hamilton suggests animals from the wildlife safari, go-cart vendor, more stuff for kids to do.

-Theme discussed. Decided on Hoorah for Garibaldi Days, celebrating 60 years. Discussed turning Garibaldi Days back into a community event.

Ideas for mid-day entertainment:

- Nixed music idea
- Getting some community leader involvement for activities (water ball again), etc.
- Suggestions regarding using Old Mill space; potentially Bingo.
- Oyster shucking contest – Pacific Seafood
- Logging presentations – pole climbing contest, etc.
- Magic show
- Cornhole tournament or just having those types of games for fun
- Selfie station
- Movie night – free or donation based in Old Mill
- Dunk tank – ask for Coast Guard volunteers

-Concerns regarding parking discussed. Local shuttle discussed.

-Discussion regarding presentation of businesses on Hwy 101.

-Jessie Leigh confirmed for Friday night entertainment.

Suggestions for Parade:

Grand Marshall – application – who and why? Suggestions:

- Linda Woodward and Jim Dwyer
- Pat Patterson
- Community Organizations or Business recognition

Marching band; discussion on past relations with Sparks, Nevada. Portland Pep Band will be reached out to confirm they are still coming by Rachel.

Themed parade and prizes

Volunteers needed to secure the parade route

-Discussion on putting together sub-committees.

- John volunteers to head up finding a local band for parade. High school marching band. Coast Guard or Army band.
- Shayna volunteers to take on dunk tank and bounce house, magician, etc.
- City will handle music, food, cutouts, sponsorships and volunteers
- Cheryl will handle parade production

Discussion on security and sheriff presence. Confirmation that security has been made a priority by the Port and will have ample security present during the festival weekend.

C. Road Map to Our Community – not participating

D. Discussion on TRT Funds – There are two types. One is community funds to be used on facilities or events like Garibaldi Days and the other is strictly for promotion. The funds cannot be intermingled.

Discussion on using TRT funds to do joint marketing year-round for all Garibaldi business. Wullschlager explained that the City has a program that will reimburse up to 50% of advertising.

Use TRT funds to purchase Visit Garibaldi/Garibaldi Days advertising recyclable grocery bags.

E. Misc. Topic Discussion:

- Museum to put on a Pirate's Weekend September 19 and 20. Would love community involvement.
- Blessing of the Fleet Discussion – Port event
- Chamber of Commerce

VII. ADJOURNMENT

Meeting was adjourned at 7:53p.m. The next regular meeting of the Regular Tourism Commission is TBD.


Shayna Sheldon, Chair

ATTEST:


Laura Schmidt, City Recorder