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TOURISM COMMISSION MEETING

Monday, 5 August 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, Marcus Hinz, Kelley Cook, City Manager John O'Leary, Assistant City Manager Mary DeLoria, Public Works Director Blake Lettenmaier (*arrived at 10:30*), Everett Brown, Lori Wilcox, Betty Baumgart, and Dave Olson (Port of Garibaldi) (*arrived at 10:30*).

II. CONSENT CALENDAR

- A. Approval of minutes from July 8, 2013 Tourism Commission meeting
- B. Approval of minutes from July 8, 2013 Garibaldi Days Committee meeting
- C. Approval of minutes from July 15, 2013 Garibaldi Days Committee meeting
- D. Approval of minutes from July 22, 2013 Garibaldi Days Committee meeting

MOTION Made by Cm Hinz to accept the minutes from the July 8, 2013 Tourism Commission meeting and the minutes from the July 8, July 15, and July 22, 2013 Garibaldi Days Committee meetings as presented. Seconded by Cm McCarthy. AYES: Tish, McCarthy, Cook, Hinz. NAYS: None. Motion passed.

III. OLD BUSINESS

Community Hall Kitchen Project - Chair Tish presented a handout from Iowa State University regarding remodeling community kitchens. Cm Cook to work with Nelia at Pacific House Restaurant to develop recommendations. It was noted that the City Council has authorized the City Manager to place the community hall

kitchen and public restrooms on his work list.

IV. NEW BUSINESS

- A. *Special Event Permit Review* – Cm McCarthy led a discussion of the special permit process. Ad hoc committee formed to bring back a recommendation to the commission at the September meeting regarding whether the city should allow Old Mill to host vendor booths during Garibaldi Days.
- B. *Fiscal Year 2013-2014 Projects* –
 - a. Review and discussion of project list.
 - i. Website – Marc Hinz
 - ii. Rack card – Gene Tish; noted that 2013 map brochure meets requirement
 - iii. Customer service training – Sue McCarthy
 - iv. Foster additional events
 - v. Community center
 - vi. Symposium – objective achieved
 - vii. County-wide transient lodging tax
 - viii. Projects (1: Garibaldi Days, 2: Visitors Guide) deemed complete
 - ix. Marketing plan – Gene Tish; will bring to meeting in the near future
 - b. *Tourism Season Debriefing* – Discussion of forming an annual community debriefing on tourism.

MOTION Made by Cm McCarthy to form a workgroup and proceed with developing a plan for a series of post-season community meetings on tourism. Seconded by Cm Hinz. AYES: Tish, McCarthy, Hinz, Cook. NAYS: None. Motion passed.

Workgroup members: Hinz (Chair), McCarthy, Cook, with Baumgart, Tish, and Brown as ad-hoc members. Shirley Peters and Maighread Gallagher to be invited members.

- c. *Peoples Coast Summit Work Group Invitation* – Cm Hinz gave an overview and requested that GTC formally invite the Oregon Coast Visitors Association to hold the 2014 Oregon Coast Summit in Garibaldi.

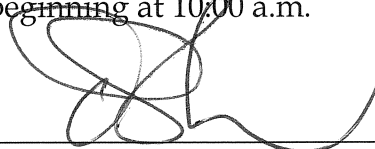
MOTION Made by Cm Hinz to invite the Oregon Coast Visitors Association to hold the 2014 Oregon Coast Summit in Garibaldi. Seconded by Cm McCarthy. AYES: Tish, McCarthy, Hinz, Cook. NAYS: None. Motion passed.

- C. *Garibaldi Days 2013 Debriefing* – Cm McCarthy, as Chair of the 2013 Garibaldi Days Committee, led a discussion of the 2013 event.
- a. Fish Tank – The tent providing cover for the tank really helped keep the water cool. The attraction should run from noon to 3 pm next year. Should order 100 fewer fish next year, had about 75 fish left over. (Recorder’s note: 300 fish were ordered for 2013.)
 - b. Waterball – Relocate attraction to American Avenue next year and provide adequate signage. Olson suggested putting vendor booths in the grassy area nearby. Suggestion for log rolling and timber games in the Jerry Creasy Way area.
 - c. Fireworks – Worked well in the new area.
 - d. Vendor booths – Primarily need better signage, such as sandwich-style reader boards for the attraction. Place cones in prohibited parking spots. Create a temporary loading zone with a 15 minute limit. Discussion of overnight security with extra charge per booth space to be determined by cost of reserve deputy coverage. The GTC information booth should be set up on Wednesday and staffed by a second volunteer, leaving the vendor booth coordinator available to manage incoming vendors. Need two volunteers in the GTC booth on Friday and Saturday of the event. Shelving units needed to manage inventory in the booth. 8-foot banner for tent to read: “Official Garibaldi T-Shirts”. Discussion of additional charge for electricity for vendor booth spaces. Suggestion for live music later into the day in the food court area.
 - e. Parade – First portion of parade moved through too quickly. Pace set by Astoria Clowns was more appropriate. Need more temporary garbage cans and signage for attractions. Discussion of building formal pedestrian crossing for railroad tracks on the east side of South 7th Street. Lettenmaier will prepare a proposal. Need larger trophies for next year, need to order more participation ribbons.
 - f. Marketing – Discontinue the Oregonian ad. Headlight Herald event coverage was inadequate. Oregon Coast Today provided good coverage of the event without GTC having purchased an ad; may want to advertise there next year. Suggestion to pursue event calendar spots on KGW-TV and other local outlets.
 - g. T-shirts / Buttons – Need more fireworks buttons next year (ran out). Suggestion for placing donation jar in a shallow box & filling box with buttons to make purchasing easier. (Recorder’s note: 250 pin-back sets were purchased; approximately 24 were used for volunteer staff buttons.)

- h.* Sister Cities Dignitaries Dinner – Went well; positive comments received.
- i.* Teen Dance – No report.

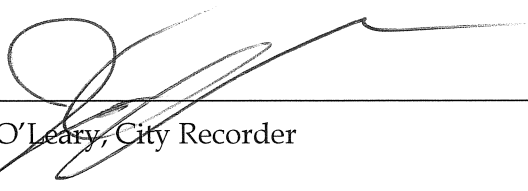
VI. ADJOURNMENT

Meeting was adjourned at 12:25 p.m. by Chair Tish. The next meeting of the Garibaldi Tourism Commission is scheduled for Monday, September 9, 2013 in the City Council Chambers, beginning at 10:00 a.m.



Eugene Tish, Chair

ATTEST:



John O'Leary, City Recorder