

City of St Helens
TOURISM COMMITTEE MEETING
MINUTES

November 14, 2007

Members Present:

Kim Shade, Chamber Member
Keith Locke, Councilor
Libby Calnon, Member At-Large

Staff Present:

Chad Olsen, Interim City Administrator
Julie Beehler, Tourism Director
Kathy Payne, Executive Secretary

Members Absent:

Eric Dahlgren, Hotel Owner Member

Call to Order

The meeting was called to order at 1:05 p.m. by Vice Chair Shade. The meeting was held in the Council Chambers at City Hall, St. Helens, Oregon.

Election of Officers

Motion: Upon Calnon's motion and Locke's second, the Committee unanimously appointed Kim Shade as Chair.

Motion: Upon Locke's motion and Shade's second, the Committee unanimously appointed Libby Calnon as Vice Chair.

Membership

There was discussion regarding potential candidates to fill the vacant position and about expanding the board to seven members rather than five.

Possible committee members:

1. Robert Hammond, Honeyman Creek Farms (Chef & Master Chocolatier)
2. Julia Curry, Michael Curry's wife (Keith to contact)
3. Tana Feimster, Nob Hill B&B
4. Brandi Bonney, Women's Resource Center & Sustainable Tourism Project participant
5. Larry Gibons, Gibons Gallery

There were several other people mentioned:

Scappoose Creek Inn Owners
Lorraine Churchill, County Parks Dept.
Steve Gibons
Joanie Hix
Haley Lewis
Brian Little
Bart Miller
Beth Pulito
Steve Sickles
Janel St. Piere
Audrey Webster
Sheryl Morrissey
Melanie from Best Western
Tom McMahan, Oregon Hill
Oregon Holly Owners

Teresa Locke, Fritz & Sassy
Elizabeth Mays, owner of Abella Caffeiino
Andrew Bliss, Bemis Printing
Bob Webster
Al Peterson, Akaan Architecture

Motion: Upon Shade's motion and Calnon's second, the Committee unanimously recommends to the City Council that the Committee be expanded to seven members. This would allow for more perspectives and participation.

The Tourism Committee members would like to be notified of events that occur in town when they are planned, for the purposes of coordination.

Approval of Minutes

- October 10, 2007

Upon a motion by Locke, seconded by Calnon, the Committee unanimously approved the October 10, 2007 minutes.

Review of Revenues

FY 2007/2008:

October revenue	\$ 9,056.58
YTD revenue	\$ 42,403.77

October YTD Revenue for FY:

2006/2007	\$ 36,865.88
2005/2006	\$ 33,325.85
2004/2005	\$ 30,280.26

Tourism Promotion Monthly Report – Julie Beehler

- The Waterfront/Kiosk committee has not met yet. Julie have been in touch with Furnish Studios and will be getting a bid for the cost of the Waterfront Sign. She has three designs. Keith will get a bid for the cost of the Kiosk. We should be able to use part of the existing one. She also needs to speak with the County to see what other issues there might be. We are going to use the Lewis & Clark theme. Since Seaman the dog is in Columbia View Park, it would lend to the continuity of the theme.
- Karen Asp was in our County October 8th. She stayed at the Seawright House and visited Scappoose Bay Kayaking. Not sure where her article is.
- Susan B. Hauser has taken the assignment to write an article about a mother-daughter weekend in Columbia County. She stayed at the Seawright House and visited with Scappoose Bay Kayaking and Barlow Bikes. The Wild Currant catered it. Although it rained on them the entire time, they told me they had a wonderful experience. The article is expected to be a 600-word article.
- The ad for Oregon Festivals and Events will be submitted November 9, 2007. We took a 1/6 page ad (the same as last year). All events were given the opportunity to list their event for the \$20.00 fee. Listers: Oregon Event Complex, Sauerkraut Festival, Community Foundation, 13 Nights on the River, 4th of July, and Oregon Hill Farms Pumpkin Festival.
- Julie spoke with Don Cogswell in regard to birding in Columbia County. She also sent for a Corvallis birding packet. Travel Oregon has the birding trails listed on their website. St. Helens is in the middle of the Willamette Birding Trail. She will send out a request for birding information to all the chambers and see what we can put together.

- Brochures: Libby said she likes the brochures but it would have been nicer if the front cover was not a picture of rain. It would have been nice if it were a blue sky picture. Libby suggested not putting a generic activity calendar on the pamphlet but rather in the pullouts only and then use the space to talk about the area more.
- Julie attended two event planning/fundraising classes. She has one more to complete the program. She will give a report when she is finished. She will be creating a form for events coordinators to use when holding activities in town.
- Julie recommends that someone from the City attend the RDI conference the next time. The focus was on entrepreneurialship.
- Up in Hood River, they have art studio tours. They are tourism packages. The concept has been well received. Locke said it is a possible concept for this area since we are getting more art galleries in the area.
- The Bravo Show is one of the biggest shows in the Northwest for event planning. She attended that and had some materials from it.
- The 2007 Travel Oregon Partnership Opportunities has a comprehensive list of possible resources. Julie thinks we are missing out on some of those opportunities. She will start going through it and make a list of things that can be done. It may be a matter of getting pictures together. Kim said that all these connections that Julie is making will pay off.
- Julie presented the DCI report. They are a marketing group that we've used through POVA.
- This next month, Julie will be attending some tourism classes through Travel Oregon.

New Business

Upcoming Festivals

Locke said that the Festival of the Lights tree lighting and event are scheduled for December 1st. They will be decorating the gazebo, have Santa in attendance doing pictures, tree lighting ceremony, high school choir, and pony rides. They will also do an event on December 15th for the Christmas Ships event.

Grant Money for Signage

Locke, Olsen and some other local people met with two people from the Dept. of Agriculture to discuss the possibility of applying for grant money for signage. The Agricultural Commission has grant money available for things like that. They like to see the whole picture. There will likely be some linkage to the urban renewal district that the City is working on developing right now.

Old Business

Tourism Website

Julie recommends a page turning flash feature on a new website that reflects the Lewis & Clark era. It will be appropriate and blend with the Travel Oregon website.

A domain name is still needed and will be researched.

Adjournment

The meeting was adjourned at 2:45 p.m. The next regular meeting is scheduled for December 12, 2007.

Respectfully submitted,

Kathy Payne
Executive Secretary

Approved by the Tourism Committee: _____

Accepted by the City Council: _____

2007 Tourism Committee Attendance Record

P = Present A = Absent

Date	Brown	Courtney	Dahlgren	Locke	Shade	Calnon
01/03/07	P	P	A	P	A	
02/07/07	P	P	A	P	A	
03/07/07	P	P	P	P	P	
04/04/07	P	P	P	P	P	
05/02/07	P	P	A	P	P	
06/06/07	P	P	P	P	P	
08/01/07	A	P	P	P	A	
09/05/07	A	P	P	P	P	
10/10/07			A	P	P	P
11/14/07			A	P	P	P
12/12/07						