

MINUTES
Tourism Work Session
September 18, 2017
Page 1

MINUTES
TOURISM WORK SESSION
OF
September 18, 2017
5:30 p.m.

THE DALLES CITY HALL
313 COURT STREET
THE DALLES, OREGON

PRESIDING: Mayor Stephen Lawrence

COUNCIL PRESENT: Russ Brown, Taner Elliott, Linda Miller, Darcy Long-Curtiss, Tim McGlothlin

STAFF PRESENT: City Manager Julie Krueger, City Attorney Gene Parker, City Clerk Izetta Grossman

CALL TO ORDER

The meeting was called to order by Mayor Lawrence at 5:30 p.m.

TOURISM DISCUSSION

Mayor Lawrence asked for comment from those who signed in to address the Council. He said if anyone wanted to speak after he went through the sign in sheet, he would allow further comment.

The following people signed in to speak presenting a variety of ideas, suggestions, and opinions regarding the future of tourism in The Dalles.

Donna Lawrence, 2017 View Court
Sherry DuFault, 104 West 10th Street
Carolyn Purcell, 5000 Discovery Drive
Chuck Gomez, 221 East Second
Kathy Ursprung, 1525 East 10th
Bunny Henningsen, 1318 Lewis Street
Eileen White, 4734 Cherry Hts Road
Barbara Pashek
Susan Buce, 5000 Discovery Drive
Rob Denning, 611 West 6th

MINUTES

Tourism Work Session

September 18, 2017

Page 2

Fred Davis, 1005 East 11th
Tiffany Hardin, 207 West 10th
Lisa Farquharson, 404 West 2nd
Jon Chavers, 2006 Garrison
Staci Coburn, 460 East Knoll Rd
Trella Boone Coy, 2323 East 11th
Randy Twidwell, 1518 West 12th
Patrick Erickson, PO Box 1880
Andrea Klaas, 3636 Klindt Dr
Dan Spatz, 317 West 10th
Dawn Rasmussen, 1335 Oak Hill Drive
Sandy Bissett, 1021 Irvine
Sandy Henson, 2110 East 10th
Dave Rostham, 4747 Cherry Heights
Nolan Hare, 2104 West 10th
Kathy Norton
Josiah Dean, Dufur
Claire Sierm, Balch Hotel, Dufur
Angela Hansen

The two primary areas covered were tourism infrastructure and marketing.

Infrastructure:

- Maintenance of attractions (murals, facilities)
- Hospitality training
- Good image; improve community attitude; tell a positive story
- Reduce homeless impact
- Lack of public transportation
- Need for an RV park
- Retailers need to be open for business early
- Tourism Advisory Committee
- Clean, attractive downtown (wash sidewalks, flowers, planters, entry arch, murals, public art)

In addition to the items listed above, infrastructure needs could include street improvements, maintenance of the commercial dock, Lewis and Clark Festival Park, Rock Fort, NEAT Officer position, City's small grants program, support of local events, assisting with technology such as video, interactive kiosk at the visitor's center, paying for items such as a bike hub, helping to fund public transportation, etc.

Marketing

- Stronger focus on The Dalles (not entire region)

- Targeted marketing for groups; provide incentives for collaborate advertising (museums; history/culture; agriculture; entertainment; outdoor recreation, restaurants and lodging; breweries)
- Marketing funds for local events
- Advertise in Hood River
- Stronger digital presence
- Promote shoulder seasons
- Cross market the Airport
- Partner with college for senior opportunities for lodging, meals and interesting educational opportunities

Other Items Mentioned at Work Session

- Participate in Trade Shows related to history/culture; outdoor recreation, etc.
- Concern that retail space rent is too costly
- Separate tourism from Chamber of Commerce
- Image of the Visitor's Center
- Take care of volunteers

Mayor Lawrence thanked the audience for their input. He said there would be another meeting in about one month.

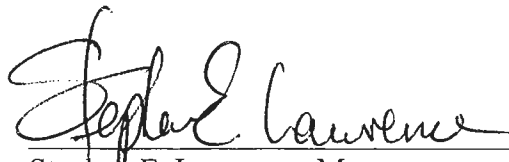
Mayor Lawrence said it could be a long process that could take into the next year.

ADJOURNMENT

Being no further business, the meeting adjourned at 7:21 p.m.

Submitted by/
Izetta Grossman
City Clerk

SIGNED:



Stephen E. Lawrence, Mayor

ATTEST:



Izetta Grossman, City Clerk