

MINUTES  
TOURISM WORK SESSION  
OF  
October 16, 2017  
5:30 p.m.

THE DALLES CITY HALL  
313 COURT STREET  
THE DALLES, OREGON

**PRESIDING:** Mayor Stephen Lawrence  
**COUNCIL PRESENT:** Taner Elliott, Linda Miller, Darcy Long-Curtiss  
**STAFF PRESENT:** City Manager Julie Krueger, City Attorney Gene Parker, City Clerk Izzeta Grossman

**CALL TO ORDER**

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

**TOURISM DISCUSSION**

Mayor Lawrence opened the meeting with the following statement:

“It is obvious from the number of people who attended our meeting on the 18 of September and voice their ideas that there is a lot of interest in the subject of how the City spends its transient room tax money.

I want to emphasize that this discussion is similar to our investigation of housing, transportation, parking and public works. The City has an obligation to review all its programs from time to time. Things change and a fresh look is always helpful. In spite of allegations in the opinion piece published by the Chronicle, the Council has no preconceived notion of what decisions should be made and neither do I.

We asked to hear from the citizens how they want to prioritize expenditures. We included and invited members of the community involved in tourism related efforts such as museums, special events, promotion and economic development. They shared their many ideas as you can see in the work session document attached to tonight’s agenda.

The two primary areas covered were tourism infrastructure and marketing. First, the Council will discuss what direction it might want to take or explore in the area of infrastructure. The second will be in the area of marketing.

Again, I would like to reiterate that we as a municipality are constrained by Oregon Statute which spells out what tourism activities are allowed in two sections. Those two sections, however, are not mutually exclusive. They are related at all times and must be considered.

We will not be taking testimony tonight. We will, however, look for more citizen input as we move forward. If you have concern following tonight's discussion, feel free to contact myself, the City Manager or any of the Council members.

I will remind the Council to be courteous and respectful of each other's opinions and right to have these opinions."

Mayor Lawrence then read into the record a statement from Councilor Russ Brown who was unable to attend the meeting – attached.

### INFRASTRUCTURE

It was the consensus of the Council that a Tourism Advisory Committee was a top priority.

Mayor Lawrence said businesses, museums and those with tourism experience should be on the committee.

Councilor Long-Curtiss said the committee should have a specific role, and should include those with experience and knowledge of tourism and marketing.

The following ideas came up during the discussion:

- Homelessness – addressing the negative issues
- RV Park – need the space
- Bicycle tours/trail – trail coming, need to be prepared
- Hotels – more capacity/upscale facility
- Conference/Convention Center
- Public Transportation
- Upkeep of murals
- Steam cleaning sidewalks/store fronts once a year

City Manager Krueger recommended that staff bring back a draft ordinance regarding the specifics for a Tourism Advisory Committee. She said Council could then discuss the draft ordinance and direct staff on a final draft.

Regarding the homeless situation, City Manager Krueger said the NEET Police position had been a six month position. She said staff was looking at funding to make it a full time position. She said momentum was lost when the position didn't continue.

MARKETING

Items of importance:

- Focus Marketing on The Dalles not the whole Gorge
- More TV advertising
- Local events
- Set percentage of funds for Marketing; set percentage of funds for Infrastructure
- Develop criteria for special grants
- History important
- Neon Sign Museum
- Pubs, breweries

In response to a question Chamber President Lisa Farquharson said the Chamber events grant generally went to non-profits for a startup event. She said some were ongoing funding of events, however, an application was required each year.

Mayor Lawrence said staff would prepare proposals for Council to review at another meeting.

City Manager Krueger said staff would aim for the November 27 Regular City Council meeting to bring these items to Council for discussion.

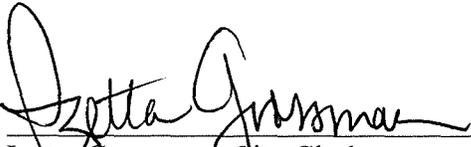
ADJOURNMENT

Being no further business, the meeting adjourned at 6:20 p.m.

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Submitted by/  
Izetta Grossman  
City Clerk

SIGNED:   
Stephen E. Lawrence, Mayor

ATTEST:   
Izetta Grossman, City Clerk

The City of The Dalles has literally spent millions of dollars in an attempt to draw tourists to our town, regardless of how they arrive they benefit from well maintained streets and sidewalks. Our street dept, has long been under-funded which has led to a backlog of maintenance projects. During your discussion this evening I ask that you give reasonable consideration to sharing a portion of the TRT funds with the streetdept, so they are better able to help create the best possible first impression.

A handwritten signature in black ink, appearing to read "Russ Brown". The signature is stylized with large, sweeping letters and a long, horizontal flourish at the end.

Russ Brown