

**CITY OF KALAMA  
CITY COUNCIL  
DECEMBER 1, 2010**

**2011 Budget Workshop – Tourism Funding Requests**

Mayor Pete Poulsen opened the workshop of the Kalama City Council at 6:00 pm. Councilmembers present were Adam Smee, Dominic Ciancibelli, Chuck Hutchinson, Don Purvis, and Bud Gish. City staff present were Director of Public Works Carl McCrary, and Clerk/Treasurer Coni McMaster. Members in the audience are listed on the sign in sheet.

Mayor Poulsen recognized the numerous members of the Untouchables Car Club in the audience by thanking them for the great show they put on each year. The show has been in Kalama 14 years. The community sees good benefits from this event.

Clerk/Treasurer Coni McMaster informed the Council that the preliminary budget includes \$5500 to be spent from the Tourism Fund. She recommended funding the Untouchables event directly and then looking at other community events during the year rather than contributing to the Chamber advertising this year. She did not recommend funding the requests from the Cowlitz County Tourism Bureau for the Awesome Brochure or the Passport program. The Mayor asked the Untouchables how much they were requesting. Their answer was as much as possible but they had asked for \$1000 in the application. Mayor Poulsen proposed granting them \$1500 in 2011 and the Council agreed.

There was much discussion on what else the City should fund to bring people into town. There was a consensus to support local events more than main stream advertising. There have been discussions of reviving some of the old events like the Water Festival or doing a broader themed historical city wide event. Ms. McMaster noted that Kalama has its 125<sup>th</sup> anniversary coming in a few years, so we should be saving and planning for that. Director of Public Works Carl McCrary asked about using some of the funds to do more on the City's webpage for tourism. It gets a lot of hits from the public. It was noted that the tourism funds come from the local hotel/motel taxes.

Chamber Marketing Director Dena Diamond Ott presented an updated proposal from the Chamber requesting \$4500 from the City. The Chamber is changing its focus and looking at re-establishing a local event and doing an Antique Street fair. There was some discussion the local antique dealers and their lack of support for the Chamber in the past. They are working at coming together more. Ms. Ott explained that last year's radio spots worked for the events but not so well for the day-to-day. They too are looking at using their website more and updating it.

Ms. McMaster reported it is estimated to start 2011 with \$12,000 in tourism funds with \$5500 budgeted to be spent. The Council has awarded \$1500 to the Untouchables. Mr. McCrary indicated that he would like \$200 a month for the webpage. The request from the Chamber is \$4500. Ms. McMaster suggested the remaining proposed budget of

\$4000 be awarded to the Chamber and an additional \$1200 be added to cover work on the City's website. The Council agreed this would be supported.

Mayor Poulsen adjourned the meeting at 6:55 pm. These minutes are not verbatim. A copy of the tape can be made available for listening.

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**Pete Poulsen - Mayor**

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**Coni McMaster - Clerk/Treasurer**