

September 7, 1966

TOURIST INQUIRIES

91

MAYOR	
EXEC.	
ASST. II	
EXEC.	
ASST. I	
ADM.	
SEC.	

[Handwritten signatures and initials are present over the routing slip]

1965

	<u>JUNE</u>	<u>JULY</u>	<u>AUG.</u>	<u>TOTAL</u>
Bonneville	4,866	6,345	8,344	19,555
Interstate	3,459	5,367	6,138	14,964
Downtown Office	16,797	22,695	24,009	63,504
				<u>98,023</u>

1966

Bonneville	6,398	9,372	10,229	1,325	27,324
Interstate	3,666	7,137	7,863	1,083	19,749
Downtown Office	15,765	19,956	19,461	1,908	57,090
					<u>104,163</u>

MINUTES

Visitors Service Committee
October 20, 1966 12 noon Hilton Hotel Room 326

Present: Messrs. Ivey, chairman; Mercer, vice chairman; Simpson, Pigg, Durham, Seeger, Keil, Maloney, Newton, Cook, Porter, Buckley, Dodge, Maskey, Mount, Senders, Eggen, Rice.
Guest: Robert C. Holloway, Chief - Information-Education Division, Oregon State Game Commission
Staff: Sechser, Armstrong

Chairman Mel Ivey introduced Bob Holloway of the Oregon State Game Commission and Dave Porter one of our new members.

PARK & RECREATIONAL AWARD... Harry Buckley described the Silver Medal award he received. "The Park and Recreational Foundation, which is an organization made of most of the park and recreational people in the United States and Canada, have an award which they limit to one Gold Medal and three Silver Medals each year for people in the field". Mr. Buckley got one of the Silver Medal awards for the "excellence of systems development.

DIRECTIONAL SIGNS... Harold Rice reported that his committee has already made note of improper or inadequate signing and this will be brought to the attention of the Highway Department. "Various people have felt our signs are very good in general, but certain ones are misleading". He asked the members of the committee to report any misleading signs to either Mr. Rice or to one of the members of his committee. He felt we should invite the Highway Engineer as our guest advising us of the regulations regarding these signs. Crossing the Marquam Bridge is one of the main areas needing improvement.

WILLAMETTE RIVER REDISCOVERY... Jim Mount reported on the breakfast meeting he attended this morning. "The purpose of this organization is to find ways to preserve the scenic and recreation values of the river banks in the Willamette's 220 miles between Dexter Dam, southeast of Eugene, and its mouth north of Portland. He said now is the time to do something about it. In five years it will be too late. Within ten to fifteen years the Willamette River will be a solid city. Cities all over the world are now providing parks. We have an opportunity here in Oregon to plan and have a great park". Glenn Jackson is making plans for this, several government agencies want to work on it. Salem discovered 33 acres along the Willamette and are planning a park. He said the Izaak Walton League, Portland Beautification Committee, and the Visitors Service Committee should take a part in this program.

Harry Buckley reported the Recreation & Natural Resources Committee of the Chamber is also very active on this. The Visitors Service Committee should work with this committee to make sure the program goes over.

Glenn Crawford, Morgan Cook, Robert Hilgers, Jack McGhean, Dave Porter, Harry

Buckley, Bruce Senders were appointed to serve on this committee. Jim Mount will serve as advisor and Ed Eggen as chairman.

INCREASING THE HUNTING & FISHING LICENSE FEES. Robert Holloway of the Oregon State Game Commission spoke on "the intention of the Game Commission going after an increase for fishing and hunting license fee for the Oregon Legislature". He said "this will be the first increase since 1949 and the only one since 1921. The Game Commission tried in 1963, 1965, and now in 1966 to get this increase.

The Game Commission estimates that close to \$100,000,000 is spent annually in Oregon on fishing and hunting sports. This important industry can remain productive only so long as the basic resource on which it depends remains in a healthy condition. The Commission recognizes certain resource and public needs that must be met if satisfactory fishing and hunting opportunities are to continue. These needs cannot be met unless a substantially larger investment is made".

The Proposed Fee Changes are as follows:

Resident Combination	\$ 7.00 - \$10.00
Resident Angler	\$ 4.00 - \$ 6.00
Nonresident Angler	\$10.00 - \$15.00
Vacation Angler	\$ 5.00 - \$ 7.00 (for 10 days instead of 7)
Daily Angler	\$ 1.00 - \$ 1.50
Resident Hunter	\$ 4.00 - \$ 5.00
Resident Deer Tag	\$ 1.00 - \$ 2.00

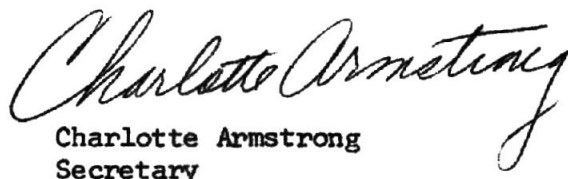
Motion was made by Ray Dodge, seconded by Harry Buckley that the committee endorse the efforts of the Oregon State Game Commission in their efforts during the 1967 Legislation in their planned program of gaining approval for increasing the above fees. It was voted unanimously.

PORTLAND BEAUTIFICATION AWARDS...Ed Eggen announced that the 1965 Portland Beautification Awards will be given out at the Chamber of Commerce Forum luncheon, October 31, 1966, 12 noon. Requests the members of the committee to attend.

COMMITTEE TRIP..Jim Sechser' mentioned the possibility of the committee taking a two-day trip along the coast to Astoria, Salishan, and Newport. Said this would be a good time to go and get acquainted with all the attractions in Oregon. Ray Dodge mentioned that other committees are doing this and felt this committee would get a lot from this trip. For a minimum of 25 people the cost would be from \$7.50 to \$10.00.

PHOTO LIBRARY...Because of the lack of time Bill Seeger will present the pictures we have in the present "photo library" at the next meeting.

There being no further business the meeting was adjourned.


Charlotte Armstrong
Secretary

MINUTES

Visitors Service Committee
January 19, 1967 12 noon Heathman Hotel Parlor B

Present: Ivey, chairman; Mercer, vice chairman; Dunham, McClure, Keil, Maskey, Cook, Webb, Seeger, Dye, Senders, Mays, King, Dodge, Pigg, Mount, McGhean, Buckley, Watson, Eggen, Newton.
Staff: McNeil, Armstrong
Guest: Russ Conley, Portland Beautification Association

Bill Keil opened the meeting with the invocation.

Russ Conley was introduced to the committee as a new member by Mel Ivey and who will be working on the Portland Beautification sub-committee.

Mel Ivey had an opportunity to attend a meeting where Bob Hazen met with all committee chairman of the Chamber of Commerce. Mr. Ivey reported to this group that the Visitors Service Committee was working on the old Visitors Information Building, the Willamette River Greenway, having the Portland temperature reported in all newspapers throughout the U. S., up-dating the Photo Library, correcting all misleading freeway signs, working on the Scenic Drive Routes, presentation of the Portland Beautification awards, slide program, having someone work on the Mt. Hood recreational problems, active program on the Information Booths, and the 200th birthday of our nation.

WILLAMETTE RIVER GREENWAY...Morgan Cook said he would accept the chairmanship of this committee.

WEATHER BUREAU LISTING...Alan Dunham talked to Jack Pement in the City Hall who said letters should be sent to the representatives in Washington, D. C. regarding the Portland temperature. He talked to Richard Ross of KGW who was sure the headquarters for the weather was in Seattle and not Portland. Mr. Dunham read the letter he wrote to Senator Mark Hatfield with a copy going to Congressman Wendell Wyatt and Congresswoman Edith Green. Mr. Leo Sansregret, of the United States Public Weather Forecast Service, informed Mr. Dunham that the Associated Press carries the Portland temperature readings twice daily directly to all parts of the United States. He also informed him that Seattle was the headquarters for the northwest weather reporting. Mr. Dunham will continue checking into this project.

FRENCH BUSINESSMEN LUNCHEON....Mel Ivey reported that some members of the committee were hosts for the 40 French businessmen who visited Portland and Mr. Ivey read a letter of appreciation from P. C. Ramson.

FREEWAY SIGNS...In the absence of Harold Rice Mel Ivey reported that Mr. Rice has written a letter to Forrest Cooper of the State Highway Department recognizing the fact that two signs have been installed directing people from the north to "City Center". These signs are located north of the Morrison Bridge. Harold Rice will arrange for publicity of these signs with the local newspapers.

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MAYOR	JS
EXEC. ASST. I	JM
EXEC. ASST. II	
COMM. ASST.	J
ADM. SEC.	

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PHOTO LIBRARY & LITERATURE COMMITTEE....Bill Seeger distributed the supply of new 8 x 10 black and white glossy prints that have been up-dated for the PHOTO LIBRARY. So far we have 30 such prints available for distribution with approximately ten more to up-date.

Mr. Seeger felt the goal of this committee would be to continue adding pictures to this file, and mentioned that some pictures cost \$25 for the negative and the permission to reproduce it, and then the pictures are reproduced at 11¢ each.

The LITERATURE SUB-COMMITTEE has been combined with the PHOTO LIBRARY. This committee will be responsible for seeing that literature published in the Tourist Department is up-dated.

agreed
FOLDERS PRINTED IN FOREIGN LANGUAGES....Mr. McNeil reported that the U. S. Travel Service are endeavoring to promote travel to the U. S. from foreign countries. Through the USTA Bureau we have the privilege of distributing our literature. Many brochures are being printed in a certain language and distributed in those countries, and he felt we needed four publications to use in our material printed in the Japanese, French, Spanish and Latin languages as other cities are doing this.

should be written in good Japanese

Bill Seeger will discuss this further with Mr. McNeil. It was suggested that the New Tokyo Restaurant's owner could do the printing for the Japanese folder and perhaps the Foreign Consuls would assist.

PORTLAND BEAUTIFICATION COMMITTEE...Russ Conley was asked by the chairman to serve on this committee. Mr. Ivey felt something should be done regarding the litter scattered around the city. Mr. Conley said the Portland Beautification Association is now looking into this and Mr. Ivey felt this committee could work with them. It was suggested that the Rose City Transit Company be contacted for a list of the 10 bus locations where the most litter is accumulated. Mr. Conley reported this is also a project of the Junior Chamber.

Harry Buckley reported he receives many calls regarding students who want to take on a civic project. The high school counselors should be contacted for such a program and this program should be scheduled outside of the school hours. The Boy Scouts would be an excellent contact.

MT. HOOD...Bill Keil reported the snow removal problems in the parking lots has been taken care of and the crowds are unbelievable on the weekends. It was suggested a letter be written to the newspapers to see if they would publish all news items taking place in the Mt. Hood area. Jim Mount felt more pressured should be put on the State for more parking areas.

INFORMATION BOOTHS...Ray Dodge stated he wrote a letter to the "Minibus Inc" giving them the details as to what type of mobile unit we would be interested in using for an Information Booth. The particular model the committee was interested in cost approximately \$12,500. He has had no reply as yet and will report at the next meeting.

Enclosed is a list of the 1967 sub-committees along with the chairman and members.

Charlotte Armstrong
Charlotte Armstrong
Secretary

January, 1967

1967 VISITORS SERVICE SUB-COMMITTEES

ADVISORY BOARD

Chairman:	Mel Ivey	- 226-8730
	Al Mercer	- 227-0415
	Ray Dodge	- 226-6991
	Don Durham	- 228-9453
	Ed Eggen	- 227-1206
	James Mount	- 292-8871
	Harold Rice	- 234-7351
	Russ Conley	- 771-3081

PHOTO LIBRARY & LITERATURE COMMITTEE

Chairman:	William Seeger	- 234-0361
	Dudley McClure	- 226-2821
	Doyle Pigg	- 228-2351
	Lewis Rains	- 228-0238
	Vivian Dye	- 654-2449
	Norman Webb	- 224-3000

SLIDE COMMITTEE

Chairman:	Ed Simpson	- 226-2361
	Harold Faunt	- 292-4485

HIGHWAY SIGNS

Chairman:	Harold Rice	- 234-7351
	Sid King	- 228-6201
	Don Durham	- 228-9453
	John Maloney	- 228-8571
	Norman Webb	- 224-3000
	Carl Maskey	- 654-4632

MURALS, PETRIFIED WOOD AT INFORMATION CENTER

Chairman:	Doyle Pigg	- 228-2351
	Claude Palmer	- 224-5665
	Al Mercer	- 227-0415

DAILY WEATHER REPORT

Chairman:	Alan Dunham	- 234-5377
	Dudley McClure	- 226-2821
	James Mount	- 292-8871

WILLAMETTE RIVER GREENWAY

Chairman:	Morgan Cook	- 644-1194
	Ed Eggen	- 227-1206
	Glenn Crawford	- 253-1178
	Albert Hilgers	- 226-7628
	Jack McGhean	- 228-7131
	Dave Porter	- 223-0022
	Harry Buckley	- 228-6141
	Bruce Senders	- 227-0457
	James Mount	- 292-8871

SCENIC DRIVE

Chairman:	Al Mercer	- 227-0415
	Carl Maskey	- 654 -4632

MT. HOOD - COLUMBIA RIVER

Chairman:	Bill Keil	- 222-1313
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INFORMATION BOOTHS

Chairman:	Ray Dodge	- 226-6991
	John Maloney	- 228-8571
	Fr. Holloway	- 254-7371
	Ed Simpson	- 226-2361
	Vivian Dye	- 654-2449

SITE FOR COMMITTEE MEETINGS

Chairman:	Don Durham	- 228-9453
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PORTLAND BEAUTIFICATION

Chairman:	Russ Conley	- 771-3081
	Al Mercer	- 227-0415
	Carl Maskey	- 654-4632
	George Watson	- 226-7639