

VISITORS AND CONVENTION COMMISSION
April 26, 2007

Vice-Chair Georgia Stiles called the meeting of the Visitors and Convention Commission to order at 4:05 p.m. on April 26, 2007, in the City Hall Conference Room.

Present: Commission members Dotty Randall-Stapleton, Georgia Stiles, Gary Leif and Richard Sommer, Paul Zegers and Ellen Whitaker. Commission Chair Larry Rich arrived at 4:34 p.m.

Absent: Commission Co-Chair Verna Ward.

Others Present: Human Resources Director Barbara Gershon, Visitors Bureau Director Jean Kurtz and Management Assistant Debi Davidson.

APPROVAL OF MINUTES

Leif moved to approve the minutes of the March 20, 2007, meeting. Motion was seconded by Zegers and carried unanimously.

GRANT APPLICATION - RACE OVER THE RAPIDS

Staff notified the "Race Over the Rapids" sponsors that their application needed to be filed in the September period so it could be considered by the Commission in advance of the event and outlining the Commission's expectations regarding repaying of funds.

GRANT APPLICATION – ROSEBURG AIR FAIR 2007

Mel Cheney reported the Air Fair previously operated independently from the City, with the benefit of some staff assistance and a Commission Grant. It now operates under the City's auspices because of the Fair's inability to be recognized by the ORS as a 501(c)(3) which would allow donations to be tax-deductible. A modest profit was realized in 2006, and the Commission allowed the Air Fair to retain half of that to serve as seed money for the 2007 show. Thus far, sponsors have committed approximately \$53,000. Discussion was held on the positive economic activities which resulted from last year's show and expected additional gate receipts for 2007.

Leif noted that the Air Fair has received \$20,000 for three years in a row and was concerned that events need to become self-supporting. Cheney agreed and hoped that after these three years the show will stand on its own as was originally planned. Kurtz reported the Bureau is contributing \$6,000 for advertising for the Show. The City will be paying all air show bills, so Staff can ensure that the greatest amount possible of any grant provided can be allocated to the restricted funds.

Leif moved to grant \$16,000 to the Air Show with the proviso that any profits be returned to the Commission. Motion was seconded by Zegers and carried unanimously. (Rich arrived 4:34 p.m. and presided as Chair) Kurtz introduced Chris Van Dyke, the Bureau's new Sales Manager.

GRANT APPLICATION – UMPQUA VALLEY WINEGROWERS ASSOCIATION

The Umpqua Valley Winegrowers Association requested \$12,000 for a 4-month marketing campaign in the Portland metropolitan area. The Bureau will provide \$6,000 to print a brochure to use in the campaign. Whitaker had taken survey of motel occupants under and found wine was number 1 of all the choices regarding interests in the area. Leif moved to fund the Winegrowers applications for the full \$12,000. Motion was seconded by Whitaker and carried unanimously. Zegers noted he was helping the museum with the wine industry display which will include suggestions for weekend packages.

GRANT APPLICATION – STEWART PARK BANDSHELL

The City Parks Division requested funding to replace the canvas on the Stewart Park bandshell. The Music on the Half Shell Committee bought and donated the original canvas with the understanding that the City would maintain and replace it thereafter. This would qualify as a capital expense under the restricted funds. Randall-Stapleton moved to grant \$8,285.00 to the City Parks Division for the bandshell cover. Motion was seconded by Stiles and carried unanimously.

2007-2012 DRAFT STRATEGIC PLAN

The City Council's draft 2007-2012 strategic plan was shared with the Commission. The plan does include a section regarding the success and support of tourism programs. Commissioners were invited to share any comments regarding the plan with Staff.

GOOD OF THE ORDER

Whitaker reported she can no longer purchase DVD players with 13" TV screens – only 20" are now available at an increased total cost from \$1476 to \$2070. Consensus was to have Whitaker determine if flat panels TV/DVD's are available and to revisit the motels about space availability for a flat panel.

As Staff continues to receive requests for clarification on approved uses of the restricted hotel/motel tax receipts, the definitions provided in the 2003 Legislative action were provided for the Commission.

Meeting adjourned at 5:10 p.m.

Debi Davidson
Management Assistant