

ROSEBURG VISITORS AND CONVENTION COMMISSION
February 19, 2008

Chair Tom Ryan called the meeting of the Visitors and Convention Commission to order at 4:00 p.m. on February 19, 2008, in the City Hall Conference Room.

Present: Commission members Paul Zegers, Roger Brandt, Gary Leif, Georgia Stiles and Dotty Randall-Stapleton. Commissioner Jane Green arrived at 4:25 p.m. Others present: Human Resources Director Barbara Gershon, Finance Director Cheryl Guyett, Management Technician Debi Davidson and Bureau Director Jean Kurtz. Harvest Festival Committee Representatives Jan Taylor, Ellis Poole and Bob Cotterell.

APPROVAL OF MINUTES

Leif moved to approve the minutes of the January 25, 2008 meeting. Motion was seconded by Brandt and carried unanimously.

WINE ASSOCIATION GRANT REPORT

Dyson DeMara of the Umpqua Valley Wine Association reported on the \$12,000 grant provided by the Commission. The grant was used to purchase \$10,000 in advertising slots in the Portland area; \$2,000 was for Creative Image's development of two ads for "Discover the Umpqua Valley" and "Escape to the Umpqua Valley". Those commercials were played for the Commission. The Association distributed 125,000 brochures and expect to increase that to 150,000 this year with separate brochures for local and outside areas. In addition, the Association will focus on web advertising, inclusion in the Shakespeare Festival Playbill and website; brochure revision with more partners, i.e. whitewater rafting; inclusion of the museum as a cultural aspect; highway signage; several hundred radio spots on public and am radio and a 60 x 40 backlit box at the Eugene Airport carousel.

The Association extended brochure distribution to North California visitor centers for the first time this year. DeMara would like to see a long term program for reaching people before they leave home. The Chapter receives funds from the Barrel Tour, Greatest of the Grape and a \$750 per winery annual assessment. This year's budget should equal \$47,000, With partnership money, they hope to generate \$67,000. The grant allowed them to try things they couldn't have otherwise tried. They will likely submit a grant application for radio campaign funds and will have a booth at this year's Harvest Festival Brandt noted that the Greatest of the Grape judges met over the weekend and noted that Umpqua Valley Wines could "stand up with anyone else's wine." Discussion was held on the creation of the Southern Oregon Wine Institute being created at UCC. This program will provide industry support through job training and creation. (Jane Green arrived at 4:25 p.m.)

COMMISSION MEMBERSHIP

Ryan noted that the proposal to change the Commission makeup was withdrawn from City Council consideration. It was his intent that an ordinance change could be made when a vacancy occurs on the Commission. At that time, a motel representative can be appointed.

VISITORS & CONVENTION BUREAU UPDATE

Kurtz reported that foot traffic at the Center is slow. She attended a successful travel show in Long Beach. On February 28th, Roseburg will host a rural tourism focus group at the Library

wherein specific individuals are invited to meet with state tourism staff. She met with Crater Lake Trust representatives who wish to increase marketing and build a visitor center at the lake. This will be a good location for Roseburg brochures. Efforts are underway by Sutherlin, Oakland and Elkton to apply for a scenic byway from Oakland to the coast. Work is starting on the fourth edition of the "In Umpqua" magazine which is published annually.

HARVEST FESTIVAL

Taylor reported she has been working diligently to get the Committee organized with an established structure and to make the organization sustainable. A Board of Directors roster and proposed bylaws were distributed. It is too late to apply for grants or obtain sponsorships for the 2008 show. Taylor will submit grant applications this year for the 2009 show.

Cotterell reported the Committee was contracted with United Way to serve as the fiduciary agent. Therefore, they can now accept contributions and sponsorships. He anticipated they could generate \$30,000 to \$40,000 for the 2009 show. While he expected to get some corporate sponsorship this year, it will not be at the level they intend to reach. Therefore, they will need funding for 2008. The date has been changed to September 6th which will, hopefully, come with better weather and better produce for the Farmers Market. A barbecue contest will be added with a \$100 entry fee; the contestants can then sell their product. There will be more inflatable rides and an expanded show and shine. Rather than a band, wandering performers will be contacted. Two budgets were presented – ideally at \$28,000 with a scaled down version (less entertainment expense) at \$21,000. Although originally targeted at \$25,000, last year's expenses totaled \$16,000 with greatly reduced marketing expenses. Considerable discussion was held regarding the budget and organizational expenses, i.e. United Way, insurance, etc.

Stiles moved to grant \$21,000 to the Harvest Festival. Motion failed for lack of a second. Cotterell offered to provide quarterly accountings for expenses. As part of their partnership, United Way will take care of all financial matters and reporting. Discussion was held on whether unexpended funds should be returned to the Commission or retained by the Committee as seed money for 2009. Randall-Stapleton moved to grant up to \$21,000 to the Festival pending verification of expenses. Motion died for lack of a second.

Leif supported providing the funds needed for the Festival to be successful and eliminating the need for the Committee to return at another time for additional funds. Cotterell noted that if the 2008 event is not successful, they will not be able to get corporate sponsorships and the Festival will not continue.

Randall-Stapleton moved to grant up to \$21,000 for the 2008 Harvest Festival with the proviso that any unexpended funds be returned to the Commission. Staff is to determine how the funds may be allocated through restricted and unrestricted funds. Motion was seconded by Zegers and carried unanimously.

Meeting adjourned at 5:13 p.m.

Debi Davidson
Management Technician