

ROSEBURG VISITORS AND CONVENTION COMMISSION
June 17, 2008

Chair Steve Tuchscherer called the meeting of the Visitors and Convention Commission to order at 4:02 p.m. on June 17, 2008, in the City Hall Conference Room.

Present: Commission members Paul Zegers, Roger Brandt and Dotty Randall-Stapleton.

Absent: Commissioners Gary Leif, Jane Green and Toni Walrod who verbally reported to staff her need to resign from the Commission due to her relocation to Oklahoma City.

Others present: Human Resources Director Barbara Gershon, Management Technician Debi Davidson, Bureau Director Jean Kurtz and guests Sharyl Parker from the Oregon Travel Information Council and Kent Rochester of 99 Productions.

APPROVAL OF MINUTES

Randall-Stapleton moved to approve the minutes of the May 20, 2008 meeting. Motion was seconded by Zegers and carried unanimously.

WILDFLOWER SHOW REPORT

Sue Rudisill from the Glide Wildflower Show was invited to attend to share a report on the success of the show, but was unable to attend. Therefore, the presentation was rescheduled for the July meeting.

TRAVEL OREGON HISTORICAL SIGNS

Sharyl Parker of the Travel Information Council explained that the Council is a semi-independent, self funded state agency, dedicated to tourism directional signs and work with heritage, historical and cultural efforts. In honor of Oregon's upcoming sesquicentennial, the Council has created the "Heritage Sign and Historic Marker Program" by which commemorative markers would be placed in each of Oregon's seven regions (aiming for a total of 17) to identify topics unique to those regions, i.e. geology, history and culture. They are seeking sponsors to offset the \$15,000 cost. The Council will provide \$5,000 of that total for design, engineering, production, installation and lifetime maintenance.

Norm Smith of the Ford Family Foundation expressed interest in co-sponsoring a marker for the Southern Oregon region to be placed in Roseburg, potentially on the Visitors Bureau site. Specific site details would need to be worked out. Funding commitments are needed by the end of October to start the actual production. There is flexibility to refer to the "Welcome to the Umpqua Region" rather than Southern Oregon. Erik Jacob of the Ford Family Foundation indicated the Foundation would likely have no objection to that change.

Zegers moved to sponsor a commemorative marker in the amount of \$5,000 contingent upon an equal partnership from the Ford Family Foundation and contingent upon the sign representing the Umpqua Valley rather than Southern Oregon. Motion was seconded by Randall-Stapleton and carried unanimously. Should the Foundation choose not to participate because the project doesn't meet their grant guidelines, Parker will contact staff so the Commission could reconsider their decision.

HARVEST FESTIVAL UPDATE

Nothing specific to report; plans are moving along as expected.

VISITORS & CONVENTION BUREAU UPDATE

Kurtz and Rochester shared four new television ads developed as part of summer outreach marketing. One ad is a generic "Winding Road" spot, with the other three featuring the Arts Festival, Graffiti Weekend and Nascar races.

AUDIENCE PARTICIPATION

UCC President Blaine Nisson explained that UCC has developed the Southern Oregon Wine Institute. As part of the program budget, contributions of \$30,000 are expected to come from the wine industry. In addition, some winegrowers are providing equipment to use in the on-campus winery and equipment for the 2-3 acre vineyard.

Syndie Beavers of Henry Estate Winery and President of Umpqua Valley Winegrowers and Janelle Wilde, Association Treasurer, suggested a concert be held in the UCC campus amphitheater (seating for 3000) with wine and food booths. In subsequent years, they hope to expand with a Friday Golf tournament and a fun run to keep participants in town through a weekend. The group Blackhawk has committed to perform. They are working on sponsorships to help cover first year expenditures. In the event of rain, contingencies are to have two concerts performed in the gymnasium which holds 1500. They requested \$10,000 in financial assistance to provide statewide promotion. All profits would go to UCC.

Randall-Stapleton expressed concern about granting funds when a potential \$51,000 net profit may be anticipated. Nisson noted that the City Manager and Economic Development Commission are very supportive of the Institute as a community economic development initiative versus a college initiative. Discussion was held on options for repayment of Commission funds. Tuchscherer questioned whether the event will put "heads in beds" and whether granting funds outside of the grant application period would set a precedent. Commissioners felt this could be deemed as an "extension" of the spring grant period.

Randall-Stapleton moved to support the project in the amount of \$10,000 to be used for out-of-area marketing with the understanding that if net proceeds exceed \$30,000, funds would be proportionally reimbursed to the Commission with all money returned if a \$50,000 profit is realized. Motion was seconded by Zegers and carried with Brandt abstaining.

GOOD OF THE ORDER

Nisson distributed flyers for the Oregon Musical Theater Festival. Parker indicated she would return to the next meeting to discuss the Travel Council's strategic rest area plan. By that time, a draft of the plan being prepared in conjunction with ODOT, Oregon Tourism Commission, state parks, AAA, the Restaurant and Lodging Association and Visitor Bureaus will be finalized.

Meeting adjourned at 5:20 p.m.

Debi Davidson
Management Technician