

VISITORS AND CONVENTION COMMISSION MEETING MINUTES

April 18, 2006

The regular meeting of the Visitors and Convention (V&C) Commission was called to Order by Chairman Lanty Jarvis on April 18, 2006, at 4:04 p.m. in the Conference Room of Roseburg City Hall, 900 SE Douglas.

Present: Commissioners Lanty Jarvis, Terri Klein (arrived 4:21 p.m.), Dotty Randall-Stapleton, Ellen Whitaker and Paul Zegers

Absent: Commissioners Jane Green and Georgia Stiles.

Others Present: City Manager Eric Swanson, Human Resources Director Barbara Gershon, Finance Director Cheryl Guyett, City Councilor Jack Reilly, Visitors and Convention Bureau Director Jean Kurtz and Administrative Assistant Debi Davidson. Mayor Larry Rich arrived at 4:23 p.m.

APPROVAL OF MINUTES

Randall-Stapleton moved to approve the minutes of the meeting of March 21, 2006. Motion was seconded by Whitaker and carried unanimously.

FINANCIAL INFORMATION UPDATE

Gershon reported Staff did additional work on sources of funds for inclusion in the tentative 2006-2007 budget. A meeting has been scheduled for next week with the Chamber of Commerce Director to discuss that funding and the contract.

CHAMBER OF COMMERCE SERVICE CONTRACT REVIEW AND RECOMMENDATIONS

Staff presented proposed recommendations to the Chamber of Commerce service agreement for bureau services. Swanson indicated he would take Staff and Commission recommendations under advisement as he meets with the Chamber to renegotiate the contract. He particularly noted Section 1.2.1.H. which states that Chamber's services shall conform with the goals and missions of the V&C Commission.

Discussions and recommendations were noted as follows:

1. Recommended shorter initial term given the anticipated changes and uncertainty of funding mechanisms. Commission suggested renewal options may be shortened, also.
2. Currently, the phone system is automated and offers a listing of Chamber of Commerce Staff prior to any options regarding the Visitors Bureau. Recommendation to have the Bureau phone answered by an employee or volunteer or at a minimum share Visitor Bureau information first.
3. Need clarification on ownership of equipment which is purchased through transient room funds, as there appears to be a question of items involved in the Chamber Foundation. Presently, \$25,000 is set aside each year for maintenance and capital improvements/displays. Reilly believed language should be clear that capital improvements must be of benefit to the Bureau and not to the Chamber.

4. Multiple changes recommended in affiliations and conference attendance due to industry changes (Klein arrived 4:21 p.m.).
5. Recommended a mailing list, including e-mail list be provided to the City for distribution of the Bureau's monthly newsletter. (Mayor Larry Rich arrived 4:23 p.m.)
6. A website requirement was added. Swanson may add language regarding linking to the City and other relevant community sites.
7. Considerable discussion was held on Section 1.2.4.A regarding assistance with community activities. Staff recommended deletion of reference to specific events. Funds previously not spent for marketing are eligible for Commission or Bureau use for other activities; Staff believes those funds can be used by this Commission for local events. However, should that be done, the recommendation is that the Chamber cannot lower their historical funding assistance for such events. Swanson noted that \$50,000 was not spent by the Bureau last year. Therefore, amendments were drafted to provide that level of funding to the Commission in the next fiscal year. That money will be used in a state law prescribed manner and the grant application process approved by Commission. At same time, the Bureau has been providing money for marketing. He wished to emphasize that should the City receive the unspent \$50,000, the Bureau may not reduce their previous assistance by that amount. This language attempts to say that "everything being equal", the Bureau will continue to fund events at same level as in the past.

Swanson clarified that the \$50,000 is what was not spent last year on tourism marketing. Therefore, staff recommendation is to return those funds to this Commission, and in the future City retain that \$50,000 as to not impact current Bureau programs while still enabling the Commission to move forward on special events.

Reilly questioned whether Staff addressed Councilor's desire to have the General Fund reimbursed by V&C funds for police services during special events. Swanson indicated that cannot legally be done. The \$50,000 has to be used for promotion. Money collected in advance of 2003 is unencumbered, but any new funds coming in are restricted. Therefore, the Commission must use caution as to use of existing funds as they cannot be replaced.

8. Staffing language changes were recommend to clarify no blending of bureau and chamber tasks and more specification to cover peak hours.
9. Finances provide for remission to City of the \$50,000 unexpended funds. In subsequent years that amount would be withheld on a quarterly basis for commission purposes. (Reilly left at 5:00 p.m.) It was noted that administrative cost allocation has been reviewed by the City Attorney and is lawful under current legislation.

Randall-Stapleton moved to accept the recommended Chamber of Commerce contract changes and revisions as discussed by the Commission and request the City Manager negotiate such revisions with the Chamber. Motion was seconded by Zegers and carried unanimously.

FOURTH OF JULY CELEBRATION

For the last two years, the City Council has chosen to provide financial support to the Jaycees for their Fourth of July Fireworks Show. Swanson recommended the V&C continue with that contribution so event planning can occur. Discussion was held on options to enhance the Fourth of July activities with suggestions made as to year-round collections for fireworks donations. Zegers and Randall-Stapleton indicated they would speak to the civic

organizations to which they belong about becoming involved in the project. Inasmuch as the Music on the Half Shell has a concert on the Fourth of July, perhaps that could be expanded to a full day event and correspond with Graffiti Week events. Zegers will research this possibility with the MOTHS Committee and report back at the May meeting. Consensus of the Commission was to earmark \$10,000 toward an enhanced celebration.

GREETERS

The Chamber Greeters submitted a full application for \$7500 in assistance with their convention. Kurtz noted the Bureau contributed \$1000 for marketing packets for the convention. That is the Bureau's sole support for the Greeters. Staff will ask the Greeters to make a presentation at the May meeting and to provide a full report on the \$50,000 in anticipated expenditures for their convention.

HARVEST FESTIVAL

Inasmuch as Commissioner Stiles was unable to attend, her report on the proposed Harvest Festival will be scheduled for the May meeting.

PEG CHANNEL

Staff reported that within the next few months, meetings held in the Council Chambers will be televised through the PEG Channel system. The Commission was asked to give thought to relocating their meetings to the Chambers to accommodate televising them. In addition to meetings, the PEG channel will include advertising streamers and will accommodate the Bureau's DVD. In addition, a second channel for education will be added.

CONFLICTS OF INTEREST

For the Commission's information, an outline was presented regarding the State Ethics Commission and an explanation conflicts of interest and potential conflicts of interest.

Meeting adjourned at 5:35 p.m.

Debi Davidson
Administrative Assistant