

VISITORS AND CONVENTION COMMISSION
August 15, 2006

Chairman Lanty Jarvis called the meeting of the Visitors and Convention Commission to order at 4:22 p.m. on August 15, 2006, in the City Hall Conference Room.

Present: Commission members Jane Green, Lanty Jarvis, Paul Zegers and Dotty Randall-Stapleton

Absent: Commission Members Georgia Stiles, Terri Klein and Ellen Whitaker.

Others Present: City Councilor Mel Cheney, City Manager Eric Swanson, Human Resources Director Barbara Gershon, Management Assistant Debi Davidson and Visitors Bureau Director Jean Kurtz.

APPROVAL OF MINUTES

Randall-Stapleton moved to approve the minutes of the July 18, 2006, meeting. Motion was seconded by Green and carried unanimously.

CHAMBER OF COMMERCE SERVICE CONTRACT UPDATE

Swanson requested Jarvis send a letter encouraging the City and Chamber to finalize contract negotiations so Commission programs can be finalized. Two major issues are the dollar amounts and contract length. The original contract terminates in 2008, thus Swanson proposed an initial two-year term to coincide with that date. During those two years, Staff and the Chamber can work on refinements prior to a five-year renewal option. If the Chamber receives \$400,000 plus an annual inflationary factor, the Chamber suffers no consequence. Anything above that amount would be dedicated to the Commission.

Discussion was held on the potential of the Commission's funds being used to supplement the Chamber's work. The budget year was clarified as the City fiscal years ending June 30, 2005 and June 30, 2006. Each year realized \$50,000 in unexpended Bureau funds which Swanson expects to be returned to the City. There is slight difficulty in reconciling budgetary amounts since the Chamber/Bureau fiscal year is based on calendar year. The contract, however, is based on the City fiscal year.

Randall-Stapleton moved to direct Jarvis to send letter to the City and Chamber of Commerce encouraging finalization of contract negotiations. Motion was seconded by Zegers and carried unanimously.

Once funding is finalized, it was the consensus of the Commission to budget for two "pots" of money, i.e. one pot for pre-legislatively restricted funds and the second for restricted funds.

AIR SHOW FUNDS REIMBURSEMENT

Cheney expressed appreciation for the Commission's financial assistance for the 2006 Air Show and presented a final report which showed a cash balance of \$8,291.94. The Air Show Board's intention has been to comply with the agreement and return those receipts to the Commission. The question has been raised, however, as to whether it would be advisable for the Air Show Committee to retain those funds to use as seed money for next year's show.

Zegers felt the event was incredibly successful, and as a Music on the Half Shell (MOTHS) Board member, understood the value of having funds available at the outset of planning for the ensuing year. He was, therefore, in favor of allowing retention of the funds but would then reduce the funds available to the Air Show next year. Jarvis noted that if the funds were returned to the Commission, they would be in the unrestricted fund. The restricted funds can be used for Air Show posters, television, advertising, research, capital improvement, but cannot be used for pilot expenses. Jarvis was also concerned that the Commission had set a standard that any excess future grant funds should be returned to the Commission. Kurtz pointed out that once the Jaycees received City funding, they stopped their aggressive efforts to raise money so they wouldn't have to return the City funds.

Randall-Stapleton moved to amend the Air Show Committee contract to require return of 50% (\$4,145.97) of the excess funds to the Commission and to retain 50% for seed money for the 2007 show and to encourage the Air Show Committee to request funding next year that can be dedicated toward use of the restricted funds. Motion was seconded by Zegers and carried unanimously.

FALL GRANT CONSIDERATION

Zegers made a motion to institute the Commission grant program upon finalization of the Chamber contract and Commission funding level. Motion was seconded by Randall-Stapleton and carried unanimously.

OREGON TOURISM COMMISSION/TRAVEL OREGON MATCHING GRANTS PROGRAM

Staff reported that the Harvest Festival would not be eligible for an Oregon Tourism matching grant. Other suggestions for a potential grant were:

- 2007 Fourth of July Celebration.
- Capital expenditures.
- Rehabilitation of the Stewart Park train with a tie-in to relocation of the railroad switchyard and Roseburg's railroad history.
- Develop a railroad kiosk in Stewart Park. Green suggested that may be a good project for the Chamber's Project Leadership.
- Rewire lighting in Stewart Park to better accommodate events
- Raise the bandshell height to enhance viewing.

Consensus was to wait to apply for funds in 2007. In the interim outreach, work can be done to potentially partner with other organizations on a project.

HARVEST FESTIVAL UPDATE

- Activities have been consolidated to Saturday, which needs to be clarified with event planners and participants
- Budgets must be completed.
- Swanson signed an agreement with MOTHS for \$25,000 for the entertainment. Zegers may have information at Wednesday's Festival Committee meeting regarding potential entertainers. There was a difference of opinion as to whether MOTHS was to get \$25,000 for the event regardless of the actual cost of the entertainer. The Commission was under

the impression it was an amount “up to” \$25,000. Zegers believed the intent is to get an upper end act versus a \$10,000 act and will clarify and stress that with MOTHS.

- MOTHS will resign their food vendors and take 10% of their gate.

GOOD OF THE ORDER

Meeting adjourned at 5:09 p.m.

Debi Davidson
Management Assistant