

VISITORS AND CONVENTION COMMISSION
July 18, 2006

Chairman Lanty Jarvis called the meeting of the Visitors and Convention Commission to order at 4:04 p.m. on July 18, 2006, in the City Hall Conference Room.

Present: Commission members Georgia Stiles, Jane Green, Lanty Jarvis, Paul Zegers, Dotty Randall-Stapleton and Terri Klein.

Absent: Commission Member Ellen Whitaker.

Others Present: Mayor Larry Rich, 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

Stiles moved to approve the minutes of the June 20, 2006, meeting. Motion was seconded by Randall-Stapleton and carried unanimously.

AIR SHOW UPDATE

Cheney thanked the Commission for their financial support which helped serve as leverage for other funds. The Air Show was a success. By Saturday afternoon, attendance exceeded records for the entire show for previous years with approximately 7000 people attending through the weekend.

Terry Waddington reviewed the preliminary financial report. A couple sponsorships are still due for collection. The only outstanding bill is \$1150 for a video producer who filmed the entire show from ground and air. Videos will be used for next year's advertising and can be purchased for \$15.00. The Air Show Committee will have a debriefing meeting next month. Randall-Stapleton commended the Committee on their outstanding work and believed the show advanced the goals of the Visitors and Convention Commission. Cheney pointed out that as a direct result of the show, interest has been generated in potential relocation of an aviation related industry to the area.

Discussion was held on the types of aircraft that participated and negotiations involved in getting them here. As the show becomes more publicized, more planes will want to become involved which will eventually reduce the price per plane. There was a lot of community support and in-kind donations, i.e. Jim and Lorraine Fox opened their home to the visiting pilots, crews and the Committee on Friday evening. Many old and new sponsors have already committed for next year.

There will be approximately \$10,000 in excess revenue. At their August meeting, the Commission will discuss the potential of allowing the Committee to retain the excess funds to use as seed money for next year's air show. The Air Show Committee will start letting contracts out in September 2006.

FIREWORKS SHOW UPDATE

Jaycees Representative Brent Halse sent a preliminary report on the Fireworks Show. Comments were made that this was a positive event which should be continued with better

organization. The Commission asked to meet with the Jaycees in the fall to help them start planning for next year.

FALL GRANT CONSIDERATION

Discussion was held on whether the Commission should proceed with the September grant application program, given the uncertainties related to the Commission's future funding. Randall-Stapleton moved to table this discussion to later in the meeting, following a report from the City Manager on contract negotiations. Motion was seconded by Stiles and carried unanimously.

OREGON TOURISM COMMISSION/TRAVEL OREGON MATCHING GRANTS PROGRAM

The Oregon Tourism Commission has 50% matching grant funds available for activities such as brochure production, media, tourism signage, video production, tourism event promotion, research and visitor services projects. These funds are made available from the additional 1% statewide room tax. Stiles moved to apply for funds for Harvest Festival promotion. Motion was seconded by Randall-Stapleton and carried unanimously.

OREGON BUSINESS MAGAZINE CITY TOUR

In 2007, the Oregon Business Magazine will tour Oregon Cities to celebrate business in communities all across Oregon. Selected cities will receive advertising in the magazine. Swanson reported that the Umpqua Economic Development Partnership discussed the project. Chamber Director Debbie Fromdahl and UEDP Director Helga Conrad are interested. Dick Baltus is doing research to determine whether the impact of visibility in the magazine is worth the work which would be involved in the tour stop.

HARVEST FESTIVAL UPDATE

The Harvest Festival Committee has been meeting weekly for event planning. An update was provided as follows:

- Leif has a signed commitment letter from motorcycle club.
- Green will contact Dave Daniels to serve as emcee for events.
- No concrete commitments from the winery representatives. Klein and Randall will continue contacts and pursue other possibilities with that segment.
- Punkin-Chunkin' has been closer to the softball field near the YMCA. Rotary member Jack Boje has volunteered to help with that and shared photos of his event design.
- Zegers has completed a logo which includes a pumpkin.
- Zegers is working on the salmon project and proposed an event at the Harvest Festival to generate excitement about the project and tie-in with the salmon bake. He sought permission to paint salmon outlines on the walking paths and allow people to use chalk to fill in the fish with design. Hopefully, the outlines could remain in the park for future events. The Parks Division had concerns about permanent outlines, but did not object to temporary chalk.
- Kurtz will handle outreach marketing to Eugene, Coos Bay, Grants Pass, etc.
- Cobb Street Center needs a 25 x 12 feet space for the children's carnival.
- Wildlife Safari will do whatever the committee asks – camel rides, petting zoo and educational displays. They will set up near the punkin-chunkin.
- Since Kruse Farms will be donating the pumpkins, the Committee agreed to not charge them 10% of the gross for pie sales.

- Randall-Stapleton will meet with the Lion's club on Thursday. Stiles will speak to the Optimists Club on Friday. Klein meeting with Altrusa to request use of the Umpqua Ice Cream booth.
- Sheri Shaffer needs a location for the salmon bake; prefers near the river.
- Events will run from 7:00 a.m. to 7:00 p.m. on Saturday since some events, such as the motorcycle run will start early in the morning.
- Zegers has a proposed advertising budget but not a specific plan yet.

Jarvis was concerned about "theme" development to attract the people. Rich suggested focusing on the punkin' chunkin' as a draw and let that evolve over the years with the other activities being ancillary to the contest. Music will also be a draw. Randall-Stapleton thought the cultural features will also serve as an adjunct to punkin' chunkin'. The festival will have broader focus than one item, i.e. Blackberry Festival. Zegers will work on a tagline.

CHAMBER OF COMMERCE SERVICE CONTRACT UPDATE

Swanson met with Fromdahl today to discuss the contract. Sustained recurring funding is the major issue. It appears \$50,000 has been agreed upon for the Commission's purposes. However, the Bureau now has \$100,000 in unexpended funds which Swanson believes should be transferred back to the City. Left to be decided is the contract amount for the Chamber. Swanson is looking at the amount transferred to the Chamber the prior year, less the unexpended \$50,000 which would leave the Chamber sufficient funds to operate the program responsibly. From that point, the amount could be tied to a specific cost of living amount. Swanson hoped to have the contract finalized within the next month.

GOOD OF THE ORDER

Dotty-Stapleton moved to discuss the Commission's grant program at the next meeting. Motion was seconded by Stiles and carried unanimously.

Meeting adjourned at 5:34 p.m.

Debi Davidson
Management Assistant