

## **VISITORS AND CONVENTION COMMISSION**

### **June 20, 2006**

Chairman Lanty Jarvis called the meeting of the Visitors and Convention Commission to order at 4:07 p.m. on June 20, 2006, in the City Hall Conference Room.

Present: Commission members Georgia Stiles, Jane Green, Lanty Jarvis, Paul Zegers

Absent: Commission members Dotty Randall-Stapleton, Terri Klein and Ellen Whitaker.

Others Present: Human Resources Director Barbara Gershon, Finance Director Cheryl Guyett, Management Assistant Debi Davidson, Visitors Bureau Director Jean Kurtz (arrived 4:18 p.m.) and Guest Gary Leif. Newly appointed Douglas County Museum Director Gardner Chappell was introduced.

#### APPROVAL OF MINUTES

Stiles moved to approve the minutes of the May 16 and June 6, 2006, meeting. Motion was seconded by Green and carried unanimously.

#### FINANCIAL UPDATE

Staff noted that, after the expenditure of \$35,000 for the Air Show, Fireworks Display and Chamber Greeters, the Commission has approximately \$135,000 available to it.

#### HARVEST FESTIVAL UPDATE

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

- Music on the Half Shell committee in process of finding a mainstream name act (estimate of \$25,000).
- Vendors have been approached and agreed to provide service for the Concert; discussion of potentially receiving a percentage of profits from commercial vendors. And perhaps waiving fees for non-profit groups so they may use as a fundraiser.
- Rotary Club confirmed for a barbecue fundraiser.
- As not much interest at present, no parade will be held the initial year. There may be more interest after the event becomes successful.
- Leif meeting with motorcycle group representatives this week re: motorcycle rally/show-n-shine.
- Winegrower's Association confirmed to participate in some manner.
- A bicycle event through the wine country is confirmed. Shelley Briggs-Loosley is working on that with the Umpqua Velo Club, Fundamental Bicycle Shop and Fair Director Harold Phillips.
- The Cow Creek Tribe has been approached, provided with an outline of proposed events and is considering participating at some level, i.e. focus on Tribe heritage with a salmon bake and cultural displays.
- Punkin' Chunkin' being worked on.
- Connie Williamson of KPIC has agreed to help with promotions and will try to attend meetings.
- Kruse Farms is considering working on pie sales/pie eating contest.
- Fireworks display following the concert.

- Winery tour confirmed.
- Melrose Winery sponsoring a wine stomp at their location as part of their own event.
- Museum may consider an early history tent with kid-friendly activities; will promote the event along with the Museum's resources.
- Leif will discuss a possible fishing event with Fishing Guide Gary Lewis.
- Green will discuss potential children's carnival with Cobb Street Learning Center.

The Committee will need to finalize all events, determine site locations within the park, determine space needs, electrical needs, time frames, etc.. Staff will get a map/aerial of the park to assist with that.

Zegers was asked to give thought to a logo. Once established, polo shirts will be provided for the committee to wear to start promoting the event. The Planning Committee will meet again on Wednesday, June 28<sup>th</sup> at 4:00 p.m.

#### CHAMBER OF COMMERCE SERVICE CONTRACT

Gershon reported that the City Manager received a letter from Chamber Director Debbie Fromdahl indicated she has discussed proposed contract changes with the Chamber Executive Board. They have asked to continue discussion. Swanson and Fromdahl will meet again in mid-July after each returns from their respective vacation leave.

#### GOOD OF THE ORDER

Chappell reported the Museum has an education staff member joining the Museum in mid-July. An exhibitor/designer/constructor will also be added to the staff. They plan to provide more engageable displays/activities for children and creating community involvement opportunities.

Kurtz distributed the new "in the land of Umpqua" magazine to be distributed to restaurants and motels. An Oregonian Travel Section writer came through Roseburg doing research for an article on "places to stretch your lives." The Budweiser Clydesdales will precede this year's Twenty-Fifth Anniversary Graffiti Cruise and be at the park for the show-n-shine.

Meeting adjourned at 4:50 p.m. Next meeting will be July 18<sup>th</sup>.

Debi Davidson  
Management Assistant