

**ROSEBURG VISITORS AND CONVENTION COMMISSION**  
**January 15, 2008**

Co-Chair Georgia Stiles called the meeting of the Visitors and Convention Commission to order at 4:00 p.m. on January 15, 2008, in the City Hall Conference Room.

Present: Commission members Paul Zegers, Roger Brandt, Gary Leif and Georgia Stiles.

Absent: Commission members Tom Ryan, Dotty Randall-Stapleton and Jane Green.

Others present: Human Resources Director Barbara Gershon, Finance Director Cheryl Guyett, Management Technician Debi Davidson and Bureau Director Jean Kurtz.

APPROVAL OF MINUTES

Leif moved to approve the minutes of the December 18, 2007 meeting. Motion was seconded by Brandt and carried unanimously.

ART CENTER GRANT REPORT

Shawn Ramsey-Watson reported on the Salmon Run Project. The first year of this project included the Harvest Festival Chalk Walk. The second year was the banner project which used Commission grant funds to provide materials, marketing and advertising to complete 27 banners which were on display at the Art Festival and in downtown throughout July. These were auctioned off for \$4,000. That income will be used to carry the project forward which will ultimately result in permanent artwork in the community, using salmon as the central theme. Marie Rasmussen shared a project brochure which was distributed in the community. Believe it is something to build on. In the future the sponsors will reconsider how to auction the banners. Timeframes on e-bay were too short to work well. At this point the project may not have attracted new visitors to the area, but did provide an attraction for those that were in town for other purposes.

SPECIAL EVENT HANDBOOK

Staff shared a handbook designed to assist event organizers and City Staff to ensure that City policies and ordinances are appropriately addressed as they relate to events conducted within the City. The Commission expressed appreciation for the handbook and had no changes to recommend.

HARVEST FESTIVAL

Gershon indicated that because the Harvest Festival is a Commission sponsored event, funding requests for the event did not necessarily have to go through the grant application process. Harvest Festival Chair Ellis Poole requested \$28,000 in funding to continue next year's Festival. Gershon clarified that first year funding was authorized at \$50,000. The 2007 Festival budget was \$25,000, with approximately \$16,000 in actual expenditures. Poole noted the band was brought in at \$5,000 as a one-time favor. Future entertainment will be more costly. Zegers moved to grant \$28,000 to the 2008 Harvest Festival, seconded by Leif.

Guyett reported there is currently approximately \$114,000 available in unrestricted funds and approximately \$195,000 in restricted funds. Out of the area advertising for the event can be paid through restricted funds. Gershon recommended the Committee provided a budget and

formal request from the covering entity that would be responsible for receiving the funds, paying bills and giving a report to the commission on how funds were expanded. While no formal grant application is required, we will need a services contract. Poole noted the Committee's goal to become more self supporting. Now that the event is not a formal City event, other opportunities for sponsorship may now be available. The motion and second were withdrawn. A budget and proposal will be presented at the February meeting.

### GRANTS

Consensus was to advertise for Spring grant applications emphasizing that awards will be considered only for out-of-area marketing or capital projects. The Umpqua Valley Winegrowers Association will be invited to attend the February meeting to report on the marketing grant they received last year.

### FOURTH OF JULY CELEBRATION

Community Volunteer Kerwin Doughton is exploring the possibility of forming a committee to work on the Fourth of July fireworks display. Western Display Fireworks has Roseburg on their calendar to operate a display on that date. Staff has been authorized to begin accepting financial donations for a 2008 show.

### COMMISSION MEMBERSHIP

A report and ordinance regarding adding a hotel/motel representative to the Commission was prepared for City Council consideration. Commission Chair Ryan withdrew the matter during the meeting, however, because of concerns that Council had changed regulations some time ago to standardize commissions. In lieu of an ordinance change, it was suggested that a representative be invited to attend meetings in an ex-officio role. Kurtz will see if the representative on her advisory committee would be interested in attending Commission meetings in an advisory role.

### VISITORS & CONVENTION BUREAU UPDATE

Kurtz distributed and reviewed results of a visitor profile study for the 3<sup>rd</sup> quarter of 2007 which was conducted through the Southern Oregon Visitors Association and funded with the 1% state hotel/motel tax. The resultant data will be helpful to the Commission in determining appropriate uses of the tax funds.

### GOOD OF THE ORDER

Leif pointed out that the college is really emphasizing their new viticulture classes which may help increase that market in our area. Brandt noted a world renowned wine expert will present a seminar at UCC on January 25<sup>th</sup> at 4:00 p.m.

Georgia asked Commissioners to think about the possibility of incorporating sports venues and activities in visitor promotion, i.e. exhibition games. Tom Davidson of the Roseburg Soccer Association has asked that the Harvest Festival be moved to a Sunday so as not to conflict with parking needs for Saturday soccer.

The Olympic Track Trials in Eugene in July coincides with Graffiti Week so Roseburg may get some visitor "spill-over."

Leif reported that Jump for Fun shared \$104.00 as a percentage of their revenues for the Harvest Festival revenues.

Davidson reported she is working with Douglas County to have the visitor DVD replayed on Government Cable Channel 19 at the top of every hour. Hopefully, that can be instituted prior to the next meeting. To address concerns of Douglas County, Staff will need to write a policy as to what type of material may be played on that station. Inasmuch as City funds paid for this particular video, there is no question that it can be aired as we desire.

Zegers reported that Rio Communications installed a free Wi-Fi hot spot at their location which is directly across the street from Visitors Center. Visitors can go now check their e-mails at Rio.

It was noted that the Air Fair Committee is concerned that the rising cost of aviation may impact their ability to have a 2008 show. At this point they estimate a need to raise an additional \$75,000 just for fuel.

Meeting adjourned at 5:13 p.m.

Debi Davidson  
Management Technician