

ROSEBURG VISITORS AND CONVENTION COMMISSION
April 15, 2008

Chair Tom Ryan called the meeting of the Visitors and Convention Commission to order at 4:02 p.m. on April 15, 2008, in the City Hall Conference Room.

Present: Commission members Tom Ryan, Paul Zegers, Roger Brandt and Gary Leif. Jane Green arrived at 4:08 P.M.

Absent: Commissioner Dotty Randall-Stapleton.

Others present: Human Resources Director Barbara Gershon, Management Technician Debi Davidson, Bureau Director Jean Kurtz and Warren Wells of KPIC-TV.

APPROVAL OF MINUTES

Leif moved to approve the minutes of the February 19, 2008 meeting. Motion was seconded by Brandt and carried unanimously.

VICE-CHAIR ELECTION

Since Georgia Stiles resigned the Commission, a new Vice-Chair needed to be selected. Zegers moved to nominate Leif to serve as Vice-Chair. Motion was seconded by Brandt and carried.

GRANT APPLICATIONS

Gershon reported that \$20,000 is available for expenditure for the balance of this fiscal year per budgetary allocation. Any awards beyond that amount would need to be expended in the 2008-2009 fiscal year. The Commission proceeded to informally score the applications and took action upon each individually as follows:

Festival of Lights Displays, Roseburg Rotary Club - \$3,000

The Roseburg Rotary Club requested \$3000 to purchase materials to construct new displays in the Festival of Lights Holiday Village which operates Thanksgiving weekend through January 1st. Kurtz reported the Bureau helps with Festival Marketing. Consensus was this project did not meet the Commission's criteria, primarily because few overnight stays are generated and the event makes a profit without Commission grant assistance. No award.

Jazz in Jacoby, UCC Fine and Performing Arts - \$5,000

Umpqua Community College requested \$5,000 for a statewide vocal jazz ensemble festival on February 12, 2009. Brandt declared that his spouse is executive Vice-President of UCC, and therefore, withdrew from participation. Discussion was held on the fact that this is a one-day event, and it is unclear whether that generates many overnight stays. In addition, given the limited size of the auditorium, what is the potential for growth. The applicant will be invited to attend the next meeting to discuss the event with the Commission.

Oregon 150 Years in the Making, UCC Fine and Performing Arts - \$3,080

Umpqua Community College requested \$3,080 for production of an original musical theatre production to be performed March 5 – 22, 2009, as part of the Oregon Sesquicentennial celebration. Brandt declared that his spouse is executive Vice-President of UCC, and

therefore, withdrew from participation. Consensus was this is a community celebration in every community and would unlikely bring overnight guests. No award.

Tent Purchase, Umpqua Valley Arts Association - \$1,000

Umpqua Valley Arts Association Requested \$1,000 to purchase tents for the Summer Arts Festival held in June each year. The Bureau gave \$2500 for Festival advertising. Consensus was this was an ongoing successful event during the height of tourism season with limited over-night visitors. No award.

Umpqua Valley Wine, Art and Music Festival, Oakland Economic Development - \$2,000

Oakland Economic Development requested \$2,000 to support the 39th Umpqua Valley Wine, Art and Music Festival on September 6, 2008 in the City of Oakland. Brandt declared he is on the organizing committee. Zegers stated he is on the winegrowers marketing committee. Neither Commissioner receives a financial benefit from their participation. Consensus was this event is attended mostly by local people with no guarantee that out-of-town visitors will stay in Roseburg rather than Cottage Grove or Eugene. More importantly, the Commission was concerned about spending Roseburg tax dollars for an Oakland event. No award.

UVWA Oregon/North California Brochure Distribution, Winegrowers Association - \$7,000

The Umpqua Valley Winegrowers Association requested \$7,000 to increase their brochure distribution throughout Oregon and Northern California. Brandt and Zegers declared their involvement with the winegrowers. Kurtz indicated the Bureau is not assistance with this program; however this is a "certified" program that distinguishes lobby racks and the association designates choices. Dyson DeMara was present and reported that due to timing concerns 150,000 brochures have already been printed; 25,000 will be distributed locally. The balance provide an incentive for people to give information about where they obtained the brochure. Even though they pay for the certified program for the high season, brochures remain in the racks year round. Because the program has been able to proceed and be funded without Commission participation, no award was granted.

UVWA Statewide NPR and AM Radio Campaign, Winegrowers Association - \$12,000

The Umpqua Valley Winegrowers Association requested \$12,000 for a statewide radio advertising campaign using NPR and AM Formats. Roger and Zegers declared their involvement with the winegrower. This would be a 5-month campaign beginning in May 2008 covering the State of Oregon and a portion of Southern Washington. Last year, the Commission funded television advertising for the Association. Funding is provided by 60% membership assessments, profits from Greatest of the Grape and winery barrel tours. The Sutherlin Visitors Bureau is funding and donating space on their billboard.

Discussion was held on demographics for the targeted formats. The radio spots will direct people to a website which has links with all community partners, including restaurants and hotels. NPR demographics indicated listeners already visit the Willamette Valley and some travel through to the Napa Valley; the intent would be to get them to travel and stay in the Umpqua Valley. KLCC coverage which is mostly statewide but weak in southwest Oregon. OPB is generally the Portland area. Public radio does have regulations on ad content; Am radio generally does not. Leif moved to approve the \$12,000 grant contingent upon the ads specifically mentioning "Roseburg" and directing listeners to "visitroseburg.com" when the ad restrictions allow. Motion was seconded by Zegers and carried unanimously.

VISITORS & CONVENTION BUREAU UPDATE

Kurtz reported customer service training will be provided on April 22nd at the Library. The Travel Information Council will meet with a focus group on April 25th to get feedback about rest areas. Eventually, the Myrtle Creek and Glendale rest areas will close and be replaced by a travel plaza near Canyonville. The new area will have brochures and backlit panels. The Commission could potentially purchase advertising space on a panel. Kurtz attended the State Tourism Conference and shared a brochure on “driving economic growth.” Green indicated the Travel Channel will be airing 17 shows about Oregon in European countries.

GOOD OF THE ORDER

Leif moved to support the City Manager in authorizing \$5,000 for the 2008 fireworks display. Motion failed for lack of a second. Gershon noted the Manager’s intent was to provide seed money as the new committee gets organized and begins fundraising. Ryan asked that the Manager be advised that he would prefer expenditures from the Hotel/Motel fund be passed by the Commission first.

Ryan spoke to the option of the Commission saving their funds for a capital purpose to create an attraction focusing on the winery niche. This discussion will be placed on a future agenda.

Meeting adjourned at 5:25 p.m.

Debi Davidson
Management Technician