

ROSEBURG VISITORS AND CONVENTION COMMISSION
August 19, 2008

Chair Steve Tuchscherer called the meeting of the Visitors and Convention Commission to order at 4:04 p.m. on August 19, 2008, in the City Hall Conference Room.

Present: Commission members Gloria Campbell, Roger Brandt and Dotty Randall-Stapleton.

Absent: Commissioners Paul Zegers, Gary Leif and Jane Green.

Others present: Human Resources Director Barbara Gershon, Management Technician Debi Davidson, Bureau Director Jean Kurtz, Administrative Assistant Koree Tate, Harvest Festival Chair Ellis Poole and Douglas County Museum Director Gardner Chappell.

Introductions were made for newly appointed member Gloria Campbell, representing the hotel/motel industry. Campbell shared her background in the industry, resort construction and housing memberships.

APPROVAL OF MINUTES

Randall-Stapleton moved to approve the minutes of the June 17, 2008 meeting. Motion was seconded by Brandt and carried unanimously.

WILDFLOWER SHOW REPORT

A written report was received from the Glide Wildflower Show outlining use of the \$1500 marketing grant. Advertising extended to the Oregonian, Eugene Register Guard and several coastal publications. A new rack card was designed and distributed which will be usable until 2011. Kurtz reported the Bureau received numerous lodging inquiries in connection with the show.

AIR MUSEUM PROPOSAL

Last week, the City Manager made a presentation regarding the airport to the Chamber of Commerce Governmental Affairs breakfast. A portion regarding the proposed relocation of the Oregon Air Museum from Eugene to the Roseburg Regional Airport was shared with the Commission. Tuchscherer noted there is a lot of work to be done before this proposal can move forward. Eventually, the organizing committee may come to the commission to request funding for a feasibility study. Issues that need to be addressed include relocation costs and liabilities, overhead, operational costs, assets, liabilities, parking provision, management and maintenance. Approximately 20,000 square feet is needed for the museum, plus 5,000 square feet for restoration purposes and a gift shop. Ideally, there would also be an information center, education center, meeting rooms and auditorium. Capital funds are obtainable for construction of the museum; however, a proposal could be presented to increase the motel tax for purposes of operations and maintenance.

TRAVEL OREGON HISTORICAL SIGNS

The Ford Family Foundation matched the Commission's \$5,000 commitment toward the Oregon Commemorative Historical/Cultural Marker for the Umpqua Region. A location now needs to be determined, with the State preferring a publicly owned site. Suggested locations included the Visitors Bureau, Douglas County Museum or Stewart Park. Chappell reported

he is helping create the marker content and suggested a location other than the museum since the museum already provides similar information. Staff will present this proposal to the Parks and Recreation Commission for their consideration. Their approval would be necessary to locate the marker on City park property. The Ford Family Foundation will also be notified of that Commission meeting which is scheduled for 8:00 a.m. September 3, 2008.

FALL GRANT PROGRAM

Staff has advertised the opportunity to submit a grant application prior to the September 30th deadline. Gershon explained that revenues for fiscal year 2007-08 increased by only 1.26% rather than the anticipated 2%. Therefore, the Commission will get approximately \$68,000 in restricted funds rather than the budgeted \$75,000. Last year, \$407,690 was established as a base for the Chamber's portion of the tax revenues. Should future annual revenues fall below that level, the Chamber and Commission would share the proportional reduction. Tax revenues were the lowest since 1997-98, 1991-92 and 1986-87. A full financial report will be provided at the Commission's next meeting.

HARVEST FESTIVAL UPDATE

Poole reported that the Festival had a rough start with a number of volunteers dropping out. Therefore, they have joined with the Boys and Girls Club which is sponsoring an event the same day; transportation will be provided between the two events. Roving bands will be featured rather than a staged band. In lieu of seeking a gate charge, donations are being sought from major donors. Advertisements have been placed in 340 magazines at a cost of \$385.00; significantly below the standard charge of \$9,000. Advertising will extend from Medford to Eugene. Sandee Dixon will take over chair duties for 2009; Jan Taylor is still assisting. Thus far, \$17,000 of the Commission's grant remains unexpended. Poole spoke to the scaling back of a number of activities and will "spread the word" about specific areas in which assistance is needed. Should the event not occur in 2009, Poole assured the Commission that all unexpended funds would be returned to the Commission. Gershon noted a suggestion has been made to combine the Harvest Festival family activities with the Fourth of July celebration.

VISITORS & CONVENTION BUREAU UPDATE

Kurtz distributed the new State Travel magazine which combines itineraries and planning with lodging information. An article on fly-fishing the North Umpqua is included. Kurtz has purchased "remnant ads" in National Geographic Adventure which has generated 1,077 worldwide responses. Visitors are "flat" but people are still coming to our area. Venues are indicating that May and June experienced reduced visitors; but visitor levels are picking up to past year numbers for July and August.

GOOD OF THE ORDER

Meeting adjourned at 5:05 p.m.

Debi Davidson
Management Technician