

ROSEBURG VISITORS AND CONVENTION COMMISSION
DECEMBER 18, 2007

Chair Tom Ryan called the meeting of the Visitors and Convention Commission to order at 4:02 p.m. on December 18, 2007, in the City Hall Conference Room.

Present: Commission members Roger Brandt, Jane Green, Gary Leif, Dotty Randall-Stapleton, and Georgia Stiles.

Absent: Commission member Paul Zegers.

Others present: Human Resource Director Barbara Gershon, Administrative Assistant Koree Tate, Finance Director Cheryl Guyett, Bureau Director Jean Kurtz and Douglas County Museum Director Gardener Chappell.

APPROVAL OF MINUTES

Leif moved to approve the minutes of the August 14, 2007 and October 16, 2007 meetings. Motion was seconded by Randall-Stapleton and carried unanimously.

CD/TV'S FOR MOTEL LOBBIES

Gershon stated the project was started but prices changed due to lack of availability for 13" televisions. Randall-Stapleton asked if a liaison could be assigned for this project. Leif said the CD is already made and would like to see it used with channel 19. Gershon stated the government channel is being improved and it could be possible to have the CD played through the current system. Leif wanted to know the play time for other items. Randall-Stapleton said she usually sees the picture of the courthouse with information scrolling on the screen. Ryan would like to see the information included on the channel or have the television station run a consistent loop. Stiles wanted to continue even though the original person who was working on this has left town; although she was worried that hotels will complain about putting a television in their lobbies and it may better to save the money, use the channel we have and print a label for the rooms referencing channel 19 for local information. Leif restated we need a liaison for the hotels and asked if another member can be added to the Commission for this purpose. Ryan said they can go to Council to see if another member can be added to the committee.

Leif made the motion to expand the Commission to have a representative from the hotel/motels, with Randal-Stapleton seconding the motion and carried unanimously. Stiles wanted to ensure the bylaws were being met. A friendly amendment was made to require the new Commission member to work within the City Limits.

DOUGLAS COUNTY MUSEUM WINERY EXHIBIT UPDATE

Two members said they had seen the winery exhibit at the museum. Chappell distributed color photos of the exhibit which has been open since mid September. The grant money helped with marketing/advertising. The most significant print was in *Wine Country*, a two-year publication which focuses on northwest wine production. There is an ad included in the official wine map publication, on rack cards, official state travel Oregon publication, featured story in Wine Press and a museum ad in the State Kid's Guide. Print ads for fall, winter, spring and summer totaled \$9500 and the Kid's Guide was approximately \$1400. Two billboards will be replaced next year. The exhibit will be open for a full tourism cycle or one

full year. People are being asked how they heard about the exhibit. Some go to the exhibit and then to the winery or to the winery and then the exhibit. Each piece in the exhibit will be sold in the end to recoup expenses.

FINANCIAL REPORT

Ryan asked Gershon for one more explanation of the restricted and unrestricted money regarding out of area marketing and original money collected that was tourism related. Guyett is tracking all income and expenses. This year's Harvest Festival expenses were \$26,600.28. Guyett said out of area marketing is charged appropriately. Annual estimate for restricted fund revenue is \$75,000. Unexpended funds are carried over and earn interest.

GOAL SETTING

Discussion was held on the Harvest Festival Committee. Ryan explained that the Council was not trying to cut off the Committee but hope to allow more freedom. They were restricted in the past by putting all the eggs in one basket, now you can have more than one basket. Stiles said it used to be awkward being part of both committees but thinks it will get easier now. Ryan said there is money out there and different applications can be used.

COMMISSION PURPOSE AND RESPONSIBILITIES

Ryan said it is important for everyone to read and understand the Commission Purpose. This Commission started because we want heads in beds. Stiles said the Harvest Festival is trying hard to create an idea or attraction that would put heads in beds. The Commission was designed to attract visitors and promote tourism and make recommendations on such programs. Randall-Stapleton said she thought the Commission has been fulfilling this need. Leif said it is important not to micromanage and Ryan agreed. The Commission all agreed to the duties and responsibilities.

Stiles said the Harvest Committee is prepared to ask for funds. Leif said the park needs to be reserved for the 2008 Festival for September 6, 2008. Ryan wants discussion items to be placed on the agenda rather than people coming to the meeting asking for money without advance preparation. Leif said the Harvest Festival was part of this Commission. To be fiscally responsible the Committee was to become responsible for their own funds. Leif wants to have the Harvest Festival part of the agenda for each meeting to provide an update within the section under the good of the order.

STRATEGIC PLAN

Gershon said the 2007-2012 Strategic Plan calls for increasing visitor stay revenue by 20%. Research was conducted from other places to see what tourists are looking for and what people want. Ryan said we do not have to wait for people to submit an application, we can bring our own ideas to the Commission. Ryan wants to keep the Harvest Festival separate for the next year. Brandt wanted to know what the Harvest Festival entailed. Green said there is food, a car show, music and more. Brandt asked if it would be improper to bring in a headliner for the event or the Portland Symphony. Stiles said that has been an issue because of money. Brandt said he wasn't thinking about money, there are other ways to get things you need without spending a lot of money because of corporate sponsors. Leif said they have thought about sponsors and that is what they are continuing to research. Brandt wanted to know the parameters and to ensure no one's feelings were hurt if someone was brought in from out of the area. Stiles asked Brandt to be added to the email list and that most of the ideas are from emailing each other. Leif said it is supposed to be for family to

celebrate Roseburg. Weather was a deterrent this last year which is why it is being moved three weeks earlier. Leif would like it to be a three day event but the Committee wants one great day before expanding.

GOOD OF THE ORDER

Kurtz presented brochures created as a result of the family that was lost in the forest and the father died as a result. The brochure is a direct response to assist people for winter driving. "Trip check" is a great website to use or call 511 from a phone for road information. Leif stated that Kurtz should always be an item on the agenda for updates. Gershon said she provides a written report for the Commission to read and questions can be asked at the meetings. Ryan asked to put Kurtz on the agenda from now on.

Gershon added that Debi Davidson is creating a special event handbook with the inclusion of other departments with the City. Information will be available on the website, and the booklets will be available the first of next year. Ryan would like one in each packet when they are complete. The booklet will also go to event organizing groups. Randall-Stapleton asked what was happening with the Fourth of July. Gershon and Ryan indicated that after last year's event did not take place, a lot of people were upset and wanted to volunteer, but now there is no one who is following through.

Meeting adjourned at 5:05 p.m.

Koree Tate
Administrative Assistant