

ROSEBURG VISITORS AND CONVENTION COMMISSION

November 18, 2008

Chair Steve Tuchscherer called the meeting of the Visitors and Convention Commission to order at 4:02 p.m. on November 18, 2008, in the City Hall Conference Room.

Present: Commission members Gloria Campbell, Roger Brandt, Paul Zegers, Gary Leif and Dotty Randall-Stapleton. Absent: Commission member Jane Green. Others present: Human Resources Director Barbara Gershon and Management Technician Debi Davidson.

APPROVAL OF MINUTES

Randall-Stapleton moved to approve the minutes of the November 18, 2008 meeting. Motion was seconded by Zegers and carried with Tuchscherer abstaining.

HARVEST FESTIVAL REPORT

Sande Dixon reported on this year's festival highlighting marketing efforts, partnership with the Boys and Girls Club, volunteer support and events. Next year, they will try to use service clubs for food vendors rather than commercial vendors in hopes of generating lower prices. Given the family focus, the wine garden was not well attended and will be eliminated. Average attendance at any given time was 1500 with total attendance estimated at 4000. Aside from the City's \$21,000 contribution, the only other income was \$1,095.96 in sale commissions. Net income was \$7860.41.

UMPQUA VALLEY WINEGROWERS FUNDRAISER REPORT

Syndi Beavers and Jannelle Wilde shared a video of the day's events with the Blackhawk fundraiser concert. Unfortunately, they fell short of the goal to raise funds for the UCC winery program. However, they did generate a lot of community support and awareness of UCC and the winegrowers and exposed the public to the concert venue. Expenses were close to the \$41,000 budget but with about 100 people short of breaking even, they experienced a 10% loss. Pre-sales indicated 22% of attendees were outside of Roseburg and 18% were outside Douglas County.

They have received good feedback from the band, radio stations and attendees to help with future efforts. Discussion was held on extending the marketing to the Portland area to attract people who are willing to pay higher prices to attend a concert in a more intimate venue. The organizations felt it may be hard to compete with all the free summertime music venues and a competing tractor pull on the same evening attracting 6000. This concert hosted 700. UCC may take on more oversight of the event next year as well as involvement in the Oakland Wine Festival. Blackhawk indicated they would come back next year. If the winegrowers pick a concert date, they would work their northwest tour schedule around that.

RARE

RARE Intern Virginia Elandt was unable to attend the meeting as planned. Leif has met Virginia felt her personality will be suitable for inventorying the downtown businesses to encourage infill. Virginia will create database with pictures and develop funding ideas/sources to help address problems with full development of upper stories.

AIRPORT MUSEUM FEASIBILITY STUDY

Gershon reported the operators of the Eugene Air Museum wish to relocate to Roseburg. Proposals were received to prepare a feasibility study with the most reasonable from Mark Dennett who would develop a work plan addressing issues such as visibility, location, size, potential success, costs, etc. Our new Airport Manager Tony Bunch reported to work yesterday and will assist with the project, but this may be a project for the Commission to be involved with in the long-term. There are several proposed phases to the feasibility study, but funding is requested for the first phase at \$7700.

Tuchscherer expressed frustration that it appeared the Airport Commission has been far more involved in the process and was not pleased that this Commission was left out of the process until funds are needed. Considerable discussion was held on this issue, as well as the potential for the museum to become a destination attraction. Leif believed the funding should best come from unrestricted funds rather than restricted funds or perhaps the Commission should share a portion of the study cost, with Economic Development or Airport funding the balance. Others expressed concern that the study would be funded out of the V&C Fund, regardless of the Commission's opinion.

Brandt shared information gained at a Business Outlook Forum which indicated that for every one hour of travel, people need four hours of things to do. Tourism will be down so rather than attracting more tourists we need to find more things for them to do and Roseburg is somewhat short right now. Gershon noted that no other project has been proposed which would attract tourists. Most volunteer efforts only attract local people. She felt the Commission needed to commit to a project. Lacking any other ideas, the Commission could back the museum as a potential project.

Randall-Stapleton moved to approve \$7700 for Phase I of feasibility study with understanding that 1) the Commission will receive a copy of the final study; 2) any future requests for the air museum will come to the Commission before any movements are approved or accomplished; and 3) the Commission should receive reasonable information in order to come to the best decision possible as a Commission rather than being looked upon as a "rubber stamp." Motion was seconded by Leif. Zegers noted he was not interested in aviation, so he was not particularly enthused by the proposal and suggested a brainstorming session be scheduled to develop a major Commission project. He also questioned the value of a feasibility study from the standpoint a study can be designed to get the result you want and noted a lot of the information proposed in the second phase could be obtained for free. Motion voted on and carried unanimously.

VISITORS BUREAU UPDATE

Kurtz was unavailable due to attendance at a travel show, but provided her written reports in advance of the meeting. Leif attended the November Chamber Board meeting at which they noted an expected 13% decrease in visitors. That drop will directly affect the Commission's fiscal options. Roger noted the Phoenix newspaper had an article on Ruestle Winery. The Seattle newspaper cited the winery as one of the six best and fastest growing in Oregon.

Meeting adjourned at 5:18 p.m.

Debi Davidson
Management Technician