

**ROSEBURG VISITORS AND CONVENTION COMMISSION**  
**October 21, 2008**

Leif agreed to serve as Vice-Chair and called the meeting of the Visitors and Convention Commission to order at 4:04 p.m. on October 21, 2008, in the City Hall Conference Room.

Present: Commission members Gloria Campbell, Roger Brandt Paul Zegers, Gary Leif, Jane Green and Dotty Randall-Stapleton.

Absent: Commissioner Steve Tuchscherer.

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

**APPROVAL OF MINUTES**

Randall-Stapleton moved to approve the minutes of the August 19, 2008 meeting. Motion was seconded by Green and carried unanimously.

**FINANCIAL REPORT**

Commission balances are currently \$99,773 in unrestricted funds and \$50,917 in restricted funds available to it. There are no outstanding obligations, and staff does not anticipate any return of funds from grant awardees.

**GRANT APPLICATION – WILDLIFE SAFARI WEBSITE - \$10,000**

Staff clarified that the opportunity to apply for a grant was advertised from mid-August through the end of September with a September 30 submission deadline. The next opportunity will be March 2009.

Only one application was received from Wildlife Safari for \$10,000 to overhaul their website. Kurtz reported that the Bureau granted the Safari \$5000 in March 2008 for a printed rack card and \$2100 for inclusion in a brochure. Several Commissioners noted they had visited the current website and found it to be effective and questioned the high cost of a redesign. Commissioners did not believe a revised web site would necessarily bring additional people into the area and also suggested the Winston Visitors Bureau may be source of assistance for the Safari. Randall-Stapleton moved to deny the grant request for the reasons discussed. Motion was seconded by Green and carried unanimously.

**OREGON COMMEMORATIVE REGIONAL MARKER UPDATE**

Gershon reported contributions have been submitted for the regional marker. The City's Parks and Recreation Commission recommended Stewart Park as their preferred location with Riverside Park near the Visitors Center as the second location. The Oregon Travel Information Council will make a site visit before making a final decision on the location. Kurtz stated her preference for the Visitors Center as this would provide additional signage from the freeway to the location.

Leif reported that the City was recently approved to be a part of the Oregon Main Street Program which will also be denoted on highway signs. A local committee of interested parties is being formed to oversee the program which provides in-kind services, architectural services and betterment assistance to help bring tourists to downtown. The goal is to raise

\$25,000 in match money to hire a Director to oversee an umbrella organization to bring groups together downtown. The City is also participating in the RARE program through which an intern will survey downtown structures to inventory the space and to determine impediments to development of upper stories. A consultant will be selected to work with the community in developing a waterfront plan. The Cow Creek Tribe has applied for a grant to develop a business incubator program in the former Farmers Co-Op building.

#### BUREAU REPORT

Kurtz reported that in conjunction with SOVA, the Bureau hosted travel and food writers over last two weekends. Two weeks ago, 13 writers visited Henry's and Tolly's which featured local wines and food products. Last weekend, 4 writers visited the Abacela and Hillcrest Wineries and stayed at the CH Bailey House Bed and Breakfast. The writers were from New York, Carolinas, Florida, Oregon and California and will notify the Bureau of when and where their articles will be printed.

The Bureau has prepared the visitor guide update and will print 35,000 copies which will last 18 months. Relocation requests are down more than tourist numbers. Tourist numbers may pick up as people choose to take driving vacations versus flying travel. Abacela Winery was featured on the cover of the San Francisco Chronicle food section.

SOVA held their Board retreat in the area last month with meetings at Wildlife Safari and the Holiday Inn Express. Amy McKillop joined the Staff in September to serve as sales manager. Kurtz will invite her to attend a future meeting.

#### GOOD OF THE ORDER

Gershon reported the Harvest Festival received many positive comments. The Committee and the Wine Growers Association will be invited to the November meeting to report on their events. Kurtz will provide a summary of funding assistance she has provided for local agencies/events.

Gershon reported she is meeting with the Air Museum relocation ad hoc committee. County Museum Director Gardner Chappell will be joining in. Mark Dennett provided a proposal to conduct a two-phased feasibility study for \$15,000. He will meet with the Committee on October 30<sup>th</sup> to establish a work plan which will include location refinement, I-5 traffic generation, interviews with owners of the current Eugene facility, etc. Once that is completed, the V&C Commission should anticipate a request for financial assistance to fund the study. The committee does anticipate that the museum would include a meeting room which could accommodate fly-in events. At this point, there has been no discussion of increasing the transient room tax to fund the museum. However, a long range plan may be to add a percentage to cover operational expenses.

Meeting adjourned at 4:43 p.m.

Debi Davidson  
Management Technician