

**VISITORS AND CONVENTION COMMISSION MEETING MINUTES**  
**May 16, 2006**

The regular meeting of the Visitors and Convention (V&C) Commission was called to Order by Vice-Chair Georgia Stiles on May 16, 2006, at 4:00 p.m. in the Conference Room of Roseburg City Hall, 900 SE Douglas.

Present: Commissioners Terri Klein, Dotty Randall-Stapleton, Paul Zegers and Georgia Stiles.

Absent: Chair Lanty Jarvis, Commissioners Jane Green and Ellen Whitaker.

Others Present: City Manager Eric Swanson, Human Resources Director Barbara Gershon, Finance Director Cheryl Guyett, Visitors and Convention Bureau Director Jean Kurtz and Administrative Assistant Debi Davidson.

**APPROVAL OF MINUTES**

Randall-Stapleton moved to approve the minutes of the meeting of April 28, 2006. Motion was seconded by Klein and carried unanimously.

**FOURTH OF JULY CELEBRATION**

Zegers discussed potential co-management of the Fourth of July Celebration with the Music on the Half Shell. The Committee declined as they wish to focus their efforts on the concerts. Randall-Stapleton noted that individual Rotary members were willing to volunteer as needed. Swanson indicated the City would proceed to coordinate the Celebration, and no further action was required of the Commission.

**CHAMBER GREETERS PRESENTATION**

Griffen Kruse stated the Roseburg Chamber Greeters won a bid to host the 2006 statewide greeters convention in September. The convention will be held at the Douglas County Fairgrounds in mornings, with site activities throughout the area including Melrose Vineyard and the Country Club. Deb Wandrus stated the Convention will bring over 200 people to Roseburg with three night stays at local motels. Both days will include a Treasure Hunt to encourage visits to local businesses.

Stiles noted the Greeters' original request was for \$3500, increased to \$7500 and is now at \$7100. Wandrus explained that in 2004 the Economic Development Commission offered \$5,000 for work to secure the convention; that effort was postponed so the funds were not accepted. The Economic Development Commission then granted \$9,500 for convention expenses but that was not awarded due to changing the funding base from Economic Development to the Visitors Commission. To date, no corporate sponsors have been secured. The Chamber of Commerce will provide in-kind services through the website and insurance coverage. Some meals will be at a staged area, with voucher to local restaurants provided for Friday. Discussion was held on specific expenses related to meals, Greeter member reimbursements and potential additional sponsorship.

Randall-Stapleton moved to grant \$5000 to the Chamber Greeters convention with the provision that any excess funds shall be returned to the Commission. Motion was seconded by Stiles and carried unanimously.

## HARVEST FESTIVAL

Stiles reported that she, Kurtz, Jarvis, Gary Leif, Mayor Rich and Shelley Briggs-Loosley met for number of months to brainstorm a visitor event in the off-season. Their ultimate plan was to build around the signing of the Roseburg Charter in October with a Harvest Festival. Specific events, to be organized and sponsored by local civic groups, could include:

- Salmon Bake-off
- Pumpkin-Chunkin' contest
- Bicycle rides through wineries
- Music with several different bands in half-shell.
- Children events such as a carnival in Stewart Park.
- Parade from downtown to Stewart Park.
- Winery grape stomp.
- Fishing contest depending on fish runs.

Other suggestions not related to specific events were:

- Hands-on organization by Commission members for the first year.
- Begin with a Friday evening through Saturday event and build to a full weekend.
- Eventual coordination with the Salmon Art Project Zegers is working on.
- Send envoys to spread the word with the service clubs.
- Zegers will ask the Half Shell to help with the music in the park.
- Budget preparation for a grant request submission to the Commission.
- The organizing Committee, to consist of the Commission and other interested parties, will meet in the City Hall Conference Room on Wednesday, May 24<sup>th</sup> at 4:00 p.m.
- Gershon will reserve Stewart Park for the two days.
- Notification to schools to participate in the parade.

Zegers moved to formally support establishment of the Harvest Festival. Motion was seconded by Randall-Stapleton and carried unanimously.

## CHAMBER OF COMMERCE SERVICE CONTRACT UPDATE

Swanson and Gershon reported they met with the Chamber Executive Director last month to review potential amendments to the service contract. Fromdahl, in turn, will meet with the Chamber Executive Board and get back with City staff. Swanson indicated a more in-depth report should be available at the next Commission meeting.

## GOOD OF THE ORDER

Kurtz reported the Chamber system has been changed to have the phones answered by a live person versus a machine. The monthly Bureau report indicated major reductions in visitor counts and website visits. The website numbers were transitioned to count "unique" visitors versus general hits. Some reduced numbers were likely due to weather, but Kurtz was not alarmed by the reductions. A recognition reception will be held at the Bureau on May 31<sup>st</sup> at 5:15.

Swanson reported the Air Show organizers have received approval from Marine Corps Headquarters to send Harriers for the Show.

Discussion was held on potential appointment of a Waterfront/Downtown Commission to work on projects within that specific area. Swanson indicated the City Council amended the Urban Renewal Boundary to incorporate the downtown and waterfront. Rather than appoint a commission for that area, the Council will address general project issues through their role as the Urban Renewal Board with occasional appointment of ad-hoc committees or task forces to work on specific projects. The first of those task forces, the Downtown Streetscape Committee, will meet with the design engineer on May 17<sup>th</sup> to review plans for reconstruction of Douglas Avenue.

Meeting adjourned at 5:06 p.m.

Debi Davidson  
Administrative Assistant