

**VISITORS AND CONVENTION COMMISSION**  
**October 17, 2006**

Chairman Lanty Jarvis called the meeting of the Visitors and Convention Commission to order at 4:00 p.m. on October 27, 2006, in the City Hall Conference Room.

Present: Commission members Jane Green, Ellen Whitaker, Lanty Jarvis, Paul Zegers and Dotty Randall-Stapleton

Absent: Commission Member Georgia Stiles and Terri Klein.

Others Present: Human Resources Director Barbara Gershon, Visitors Bureau Director Jean Kurtz and Management Assistant Debi Davidson.

APPROVAL OF MINUTES

Green moved to approve the minutes of the September 19, 2006, meeting. Motion was seconded by Whitaker and carried unanimously.

CHAMBER OF COMMERCE SERVICE CONTRACT UPDATE

Gershon reported the amended contract has been signed by the City and Chamber. The Chamber has also forwarded \$50,000 to be designated to the Commission's restricted funds. We will work on cooperative efforts with the Chamber program to ensure both programs are successful.

JAYCEES FOURTH OF JULY CELEBRATION

Andy Knutson and Brent Halse provided the following overview of Fourth of July costs:

\$8,000	Western Display Fireworks for the charges
1,524	Insurance policy
242	Kid's games ribbons and prizes
<u>1,200</u>	Pyro-fee and miscellaneous expenses
\$10,996	Total
\$10,000	City Contribution
1,244	Community Donations

Knutson believed donations were low because the City grant was so well publicized. No mention was made of returning the \$280 balance to the Commission.

Discussion was held on the history of the event and fundraising efforts. In the past, that included much smaller donations from the City, business and individual sponsorships, donation jars, "buy a broom program", 50/50 raffle tickets. Becky Robinson of the Red Cross has been appointed as Chair for the 2007 event; but no specific plans for fundraising have been developed.

Commissioners suggested \$15,000 could easily be obtained through service organizations and small businesses as this event fell outside the charge of the Commission in that it didn't necessarily draw out of area visitors. Zegers preferred to spend Commission funds for Harvest Festival fireworks. It was determined that the Jaycees should apply for a grant and compete with other tourism events/projects.

## VISITORS BUREAU MARKETING REPORT

Kurtz shared activities of the Bureau; highlighting the following

- ✓ Winery industry publicity in Wall Street Journal
- ✓ Oregon bounty program marketing plan promoting pairing of food and wine and encouraging travel to experience the wine harvest
- ✓ Sunday Oregonian full page feature article on Roseburg's "allures"
- ✓ Focus on fishing as a tourism niche
- ✓ National Tour Association annual convention in Oregon with a tour of Southern Oregon
- ✓ Greeters Conference had 175 attendees featuring a treasure hunt requiring them to stop at numerous businesses.
- ✓ Science Teacher Conference at Roseburg High School with 300 attendees.
- ✓ Event Calendar maintenance/distribution.
- ✓ Bravo Show representation at the Portland Convention Center for event planning.
- ✓ Oregon Arts Commission newsletter citing the Oregon Crafted book developed by the Umpqua Valley Arts Center and an interview with UVAA Director Shawn Ramsey
- ✓ Website facelift scheduled to go live in next few weeks.
- ✓ Display changed from a slideshow look to DVD with area attractions that can be added to annually. Touch screen-moving display.
- ✓ Ad in a German magazine about America.
- ✓ Information on how visitors learn about Roseburg
- ✓ Interviewed five excellent local candidates last week for the Convention Coordinator position

Regular updates from Kurtz will help the Commission and Chamber work together on their respective programs and fulfill our missions. The Commission asked to be informed when the Bureau is financially assisting events/programs so we do not duplicate those efforts. Whitaker noted a SOVA speaker reported our biggest tourism expectation would be approximately 250 miles, so the Portland newspaper coverage is a great boost.

## HARVEST FESTIVAL DEBRIEF

Advertising will be paid out of the restricted funds. Staff will review Air Show Funding to delegate advertising expenses from restricted funds versus the Commission's unrestricted funds. The Committee held a full "debrief" last week. The event will be scheduled each year for the last Saturday in September. We will need to start promoting that date immediately to, hopefully, avoid conflicts with other events. A separate non-profit entity will be created for the event. Jan Taylor is following-up on thank you letters.

## FALL GRANT PROGRAM

Consensus was to solicit grants for Commission consideration. Suggestions for potential Commission projects included Stewart Park improvements, including power installation, train improvements/relocation.

Meeting adjourned at 5:12 p.m.

Debi Davidson  
Management Assistant