

Zoom Meeting Attendees: Nadine Scott, Carol Tannenbaum, Judy Casad, Melanie Brite, Ken Engelman, Chris LaVoie, Jonnie, Patty Starr, Jeff Malik, Debra Meadow, Paul Dage, Pete Petty, Chris Baron, Marilyn Cross, Tia Cloke, Jeffry Dehne, Walter Wilson

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Meeting Called to order by Nadine at 10:15 am due to technical complications with launching Zoom.

**Presentation For Music Festival** by Paul Dage, Debra Meadow, Chris Baron, Nadine Scott

**All** support the idea of a Music event. Idea came from previous events held at Debra & Paul's home, where it grew too large to continue.

**Debra:** Branding is essential and the most important. The first event could be free to build awareness.

**Paul:** Chris [Baron] needs direction – funding, dates, what kind of event – to come from chamber or tourism. We have time, but not by May 30. Helpful if series would be on the same day/month – a consecutive flow of consistent music events. Requests Pete to come up with dates that would work.

**Chris Baron:** A 2-band concert might be possible. On Sat or Sunday.

**Chris LaVoie:** How to fund it and where the money comes from – a self-sustaining event or potentially a cash flow positive event – or is it going to be an annual drain that we have to find money for each time. The Park likes the idea and wants to do that. A big plus to help the park.

**Tony Casad:** A Series over a period of time. Off season, can change the culture of the area, town of Blue River. To run it on a high-end, done on a first class basis, good concerts, good music, well run, well organized to bring people back for years to come. Important to think about the shoulder seasons for the next 10-15 years. The Series could be something wonderful where the reputation is where people want to come to them and there is something done at a real high level it could be hugely beneficial for our area. The event should be a minimum of a break even in the first year. Then some profitability where some of the funds go to the park. The stage will be rebuilt, covered with power, big open field with gate and fencing for security. Could be ready this year, however the track may be a better venue this season.

**Pete:** Track is willing to consider music events in Aug/Sept/Oct - Must not conflict with track & field events. CAF postponed due to World Athletics Championships. CAF anticipated in the Fall of 2023.

Track Camp in late July after the World Athletics Championships. May/June Scholastic Activities. Memorial Day Weekend may be open for an event – However, there will be preparations made in anticipation for the World Athletics Championships, and it might be a conflict for Memorial Day weekend

**Nadine:** If Memorial Day weekend is available, can Chris pull that off that quickly? Shoulder season can provide more chamber funds. Consistent dates: ie: every 2<sup>nd</sup> Saturday... My big concern is security & control. Pre-sold tickets only. Eliminating walk-in people helps to control access for security purposes.

**Marilyn Cross:** Suggests to combine with other events going on as people get used to it. Ie: Tokatee on July 1<sup>st</sup>. Fantastic venue for sitting w/bottle of wine. Start with a series, and as accepted, create an activity that is a long day event. The first year the CAF was very small. Give yourself a track record. If the Chamber invests in the branding concept, it is possible that multiple organizations may step forward to sponsor individual concerts.

Debra, Paul and Chris Baron signed out of the zoom meeting. Nadine raised the question to have someone make a proposal. The discussion concluded the following:

- The Chamber Board supports the idea of Music Event(s) and encourage the committee to develop a plan.
- Bring to the table a plan for the Chamber to identify how to fund and/or sponsor. The Chamber is not the organization to lead this event as it does not have the 501c3 status. However, resources to help is available. The budget for 2022 is \$5,000.
- The Plan may include a list of the committee, sponsors, lead organization commitment, income/expense draft, potential dates, and “the brand”.
- Consider to Partner with other events to build audience/attention with your brand, then continue later on your own or with an organization like the CDC and Sponsors. Anticipate it growing in 2023.
- Would support a one day with sponsors to make that happen. Start small then go big.
- Give them seed money, but not championing it.
- Marketing will be great to get the word out ahead of time for pre-event sales. Chamber offers marketing avenues to support the event. It can be a signature event and there are marketing funds for that.

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- President of the CDC in favor of, but need to review with the CDC board to find out how much funds are available. He recommends to start small, keep it simple and watch how it builds.
- The Option of the CDC makes the most sense. Very doable with CDC paid staff - they can even own it. Lisa with the CDC is interested to be involved. They have the capacity to raise money to cover expenses as a regular ongoing event.
- The Chamber offers TRT funds to kick-start for 2023.

#### Proposal by the Chamber:

Chris LaVoie moves, Melanie 2nds, All approved, No opposition. "I propose that we make a resolution to support the idea of the Music Event(s) and encourage the committee to develop a plan."

#### DATES to Note:

- **January – now** – Letter of support To **Oregon Marine Board** for Facility Grant Applications Lane County-, specifically to rebuild the **Forest Glen Boat Launch** **Submit your letter to [jennifer.peterson@boat.oregon.gov](mailto:jennifer.peterson@boat.oregon.gov)**
- **January 21, 2022** – support letters due for funding **McKenzie River Discovery Center**
- **Tuesday, January 25<sup>th</sup>** is **National Plan Vacation Day** – businesses can offer incentives if they have visitors sign up on that day
- **February 12 10am-noon** at the McKenzie Schools **Postponed due to COVID** The Blue River Park will have a power-point presentation to show our ideas of the **Park Improvements** and collect other ideas. Considering a Zoom presentation, Survey and post a video of the presentation online. Website for updated information: <https://www.blueriverpark.com>
- **April 23** – Wooden Boat Festival at the Eagle Rock Lodge
- **July 15-24** World Athletics Championships <https://www.eugencascadescoast.org/running/events/world/>

**Approval of November 2021 minutes:** Judy moves, Carol seconds, Chris abstained, all approved, no one opposed.

**Treasurer's report** – Melanie moves, Judy seconds, all approved, no one opposed.

- Due to fire, Nadine submitted expenses for kiosks/permaflyers from 2020

**Resignation of Alice, Executive Director – Nadine** tabled the Executive Director position until next meeting to allow time to re-think how we detail how to make these things happen. Explore an interim option. Possibly an Executive Assistant or Membership Director as opposed to an ED, to work on the membership database, update website, keep people connected and contacted. Every time you have an opportunity, you have an opportunity to do better. There is a role of Development Director who does more of what you are describing than and ED.

#### Tourism Committee Update – Carol

Send all people to **Carol** to be added [Caroltan@q.com](mailto:Caroltan@q.com) to the Tourism Committee email list. Funds are available for 2022. Report for the Report for 2021 draft to the tourism committee, then to the board. To let the county know how the RTMP funds were spent in a particular year. The chamber was able to use funds from the prior year due to COVID towards a lot of the Activities in 2021. In the process of spending old money before we spend new money. There are significant resources at our disposal. We can hire someone directly to assist our overall efforts. In February the Board will have a conversation on how to redirect the resources.

**Jeff Malik** – Travel Lane County helps the MRCC in the following ways:

- Support Carol in the Tourism Committee to be Robust & Strong
- Frontline training: Intended to be a series of in-person classes on how Staff can learn how to be a better representative of the region. How to interact with customers and where to go in the valley. Not happened due to COVID. A series of an email generated training courses to sign up for and take on your own pace.
- Focus around the World Athletics Championships. "How can local businesses communicate to the visitors are coming here"... Let Jeff know if you are interested, and he will connect you with Hayley Radisch at Eugene Cascades & Coast to get you in touch with that program.
- Providing connections with the World Athletics Championships event for MCTF to get a team that may use the practice facility.
- Stakeholder list update for Judy, along with access to scheduled events
- Outreach in whatever Chamber position is needed [County and State wide resources](#).
- Travel Oregon next opportunity for Grants is in April

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**Funds** available for compensating attendance of the **Governor's Conference on Tourism** in mid-March. There are a couple of sessions befitting rural tourism. Jonnie Helfrich is attending and will share any pearls of wisdom with the Tourism Committee, the Board and membership that she gleans from these sessions.

### **Holiday Lights Parade** Nadine

Very successful despite the weather. Upriver parade didn't happen although Ken & Tony showed up. Vida - west parade was successful. The meet n greet event at the Vida Windermere Office was extremely successful - 45 adults, 20 kids. Tents & tables, 2 lg bon fires, hot chocolate – all enjoyed getting out and see people again. The CDC will continue to support this event. The votes came in with the winners \$200 1<sup>st</sup> place Ike's Pizza, Tied at \$100 2<sup>nd</sup> place Leaburg Fire Station, Walterville Grange and Craigs Lucky Logger Restaurant. **Melanie moved to pay \$500 towards awards to the winners. Chris LaVoie 2<sup>nd</sup> Board approved.**

### **Update on McKenzie River Discovery Center** - Ken

Letters of support to OR legislature

2yrs ago, the committee was set-up for funding, then COVID hit and priorities shifted.

There will be a short session coming with Representatives Holvey & Nathanson, along with Senator Prozanski, championing the project. Five other sens. & reps. will also speak in favor of funding for the Discovery Center. MRDC lobbyists requested Jan 31 as the deadline to get letters of support. Ken will put them in a packet and deliver them by the 31st. Funds possibly coming from the General fund, Lottery, & American Rescue Plan Act to name a few. This February they plan to submit building permit requests. December of this year they hope to start moving dirt and the goal is to OPEN in 2024

**Membership** Judy updated an email contact list for 90+ supporting members, members, organizations and non-members who are part of the McKenzie River area - to keep them in the loop. This list needs to be fine-tuned by reaching out to each one. Consider hiring a temporary assistant.

### **Discussion on how the Chamber is going to move forward this year:**

RTMP Funding – McKenzie River Goal:

To promote increased tourism and overnight stays in the McKenzie River area.

**Hire an interim assistant to:** Update the contact list, Call the list to confirm & update their information, Update the website. Informed locals of what the tourism committee and the chamber board is doing for them. Encourage new members as the list is worked. Gather suggestions.

**Marilyn Cross:** As we have learned from the recovery, we will not be the same in the future as we were prior to the fire. I would be enthusiastic to help understand what commerce looks like in this Valley in the future. Tourism will be part of it, but different than what we have known in the past. We need more than tourism. How can the Chamber strategize that future?

**Judy:** New Opportunities to draw include (but not limited to): MR Discovery Center, New Blue River Park, World Athletics Championships to the McKenzie Community Track and Aaron & Marie Jones Field. Highly organized Music Events. Donated Seneca land next to Track in Blue River, talk of facilities to house track/field events, RV park, Fire Station, businesses (job opportunities). Offer financial sources with Grant opportunities to help rebuild and grow.

Meeting adjourned at 11:50 AM

/jc

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