

McKenzie River Tourism Committee
Meeting Minutes 1.11.22

In Attendance: Carol Tannenbaum, Jonnie Helfrich, Debra Meadow, Paul Dage, Chris Baron, Jeff Dehne, Pete Petty, Judy Casad, Stephen Hoshaw, Jeff Malik

Introductions:

Welcome new attendees – Debra Meadow and Paul Dage, Chris Baron

Agenda:

- November minutes approved
- No December meeting

Announcements:

- Purchased a full-page ad in 1859 magazine to promote events
 - Will be in February issue
- Were unsuccessful in getting a Travel Oregon Destination Ready grant
- Lane County submitted Oregon State Marine Board grant for Forest Glen Landing work
 - Please send letters of support or make comments to OSMB
 - <https://www.oregon.gov/osmb/boating-facilities/Pages/Boating-Facility-Grant-Applications.aspx>
 - Comments must be received by January 18

McKenzie Music Festival

- Debra & Paul had a conversation with Nadine Scott about this idea
 - They were discussing ideas about community focused events, starting talking about small scale concerts
- Chris Baron – lives in Portland but connected to music scene and knows Debra & Paul
 - Would be director/organizer of this event idea
 - Have some other volunteers engaged (Ray Blair)
- Can it be in shoulder season? There is no vacancy during the summer
- Sisters Folk Festival is end of September; wouldn't want to conflict with that
 - But that's not necessarily bad; if there are similar bands it could draw people to the broader area for both events
 - Early September is being considered
 - Carol suggested late spring also
- Could it be connected with an existing event?
 - Nate Chesnut's Jam Festival – Waltherville event, last weekend in July
 - Organized by guides; not sure how public it is
- Is this going to be a single day event, or series of smaller concerts?
- Can it start small and grow?
- Where would it be held?
 - Track has facilities that would support a ticketed event like this
 - Concession stand at the Track; could possibly improve the menu
 - Bring in other food & alcohol vendors, but needs to be only a few so that it is profitable for them
- Blue River Park will be reconstructing the band stand but won't have other infrastructure in place yet this year

- Estimated costs of the festival (need to get the email from Chris and share)
 - Stage
 - Sound crew & equipment
 - Lighting
 - Security
 - Medical tent
 - Ticket & Parking staff (possible volunteers)
 - Performing artist fees
 - Marketing
 - Permits & Insurance
 - TOTALS - \$8,000 to \$17,000
- Total tourism committee budget is \$35K but has already been earmarked
- New events / ideas have generally been given \$2,000-\$2,500
- Organizers were looking for a lot more than that; they'll have to scale back
- Can sponsors be found?
- Concerns / comments from the Track
 - Track events are their primary concern; any concerts would have to schedule around races
 - Track would probably be willing to host if the schedule works
 - They probably cannot commit funding, but the space could be available
 - They do want to make the track more of a community space
- Maybe start with a single concert under this brand, but plan for larger event in 2023
- Planners should come to the next Chamber board meeting

RTMP Plan for 2022

- Carol submitted the funding plan and it was approved by the County
 - Have not received the check yet
- There is \$2,000 in an opportunity fund
- This (along with other buckets?) could contribute towards a music festival
 - \$3,900 in shoulder season marketing
 - Wouldn't want to spend all of that but some could go to this
 - \$2,050 in marketing fund
 - \$500 budgeted for Frontline Training; but hasn't happened because of COVID
 - Travel Lane County is working on a new "Champion World Hosts" program that will be delivered via email or online format
 - Stephen will share that when it is ready
- How much should be devoted to a music festival?
- Large, full day event, with a late planning start, might not be possible this year
- Organizers would need to find sponsorships for sure
- Potential for funding from Lane County Economic Development?
- Travel Oregon will have grants but not until April or later
- Carol will write up what funds are already committed and how much might be available; then committee can decide how much could be spent

Committee Structure & Input

- Alice resigned from the Chamber ED position; effective at the end of December
- Judy is going to do some outreach to Chamber members to get their input
- And work with Judy on anything that we have been working with Alice on
- Blue River Park board feels out of the loop from projects; try to bring them closer in

McKenzie River Marketing / Travel Lane County update

- Stephen showed the basics of our Zartico platform
 - Top markets: Portland, Seattle, Bay Area, LA, etc...
- Showed new campaign imagery; launched first week of January
- “Come and Stay” concept
- Messaging runs approximately 1 month in advance; so still pushing winter getaways
- Send any story ideas, business offerings, etc... to Stephen
- New video: <https://www.youtube.com/watch?v=FJqsfjslaH0>
- Will be working with an influencer this month on some shoulder season hikes and content

2021 RTMP Report

- Carol is finishing up the report
- Has all the pieces and just needs to finish formatting it

Holiday Lights Recap

- Chamber supported lights at businesses and then encouraged people to “parade” by driving past these businesses
- Some drivers started in Cedar Flat, others started from upriver and met in Vida
- Good attendance despite the weather
- Ike’s Pizza was awarded “best lights”
- Walterville Grange, Leaburg Training Center, and Lucky Logger were runners up

WVVA RARE intern

- Send project ideas to Jeff M for anything that Jessy could work on
- Bike kiosk project- can they help complete that work?
 - CDC has that grant; Jeff D can confirm what exactly it is stipulated for
 - Jeff M to connect with Jessy and see how much time she can dedicate to this
 - Jeff M will share bike kiosk examples to Judy

Events

- Wooden Boat Festival – April 23 at The Eagle Rock Lodge
- Lavender Festival - July
- Tokatee Celebration - July
- Chainsaw Art Festival – cancelled again this year
 - But will be listed on poster again to keep the date for 2023
- Walterville Fair - September
- Christmas Bazaar – December
- These events are listed on the ad in Travel Lane County’s guide and in 1859 Magazine
 - Would have loved to see more local businesses buy ads
 - Chamber and A Helfrich were only businesses that bought ads
 - Having lodging, food, etc... would show that there are more businesses upriver
- Travel Lane County’s Visitor Guide has a few remaining ad spaces but need to be claimed ASAP if anyone is interested
 - One ½ page space available for \$2,435
 - Three ¼ page spaces available for \$320 each

Oregon 22

- Pete had to leave early; not sure if any federations have booked yet

History Highway

- Jeff D can connect to website edits
- Funding has been spent to print new signs
- Maybe WVVA RARE can work on blogs, itineraries, to support this?
- Judy will make sure a link to the History Highway site is included on Chamber site

January 25th – National Plan for Vacation Day

- Jonnie is doing a promotion of 10% off for anyone who calls that day and books
- Tried to get Travel Oregon to promote her deal but they are only concentrating on lodging deals

Next meeting – February 8th at 9am via Zoom

<https://us02web.zoom.us/j/87151665600?pwd=aUhsYVZST2xZRitEc1FMSkNZeVnJUT09>