

McKenzie River Tourism Committee  
Meeting Minutes 2.8.22

In Attendance: Carol Tannenbaum, Jonnie Helfrich, Judy Casad, Jeff Dehne, Jeff Malik, Melanie Stanley, Pete Petty, Ray Blair, Paul (music festival idea)

Announcements:

- Jonnie has gotten her digital marketing review from Travel Oregon
  - Has really been enjoying the training from Why Guides recently
- She also has her hands full as secretary of the McKenzie River Guides Association
  - Trying to re-engage the younger guides
- Blue River Park virtual open house
  - Designs will be showcased from a UO Landscape Architecture student
  - Saturday February 12, 10am – Noon
  - <https://www.blueriverpark.com/2022/01/28/br-park-design-event-open-house/>
- Waltherville Community Chili sale this Friday
- Valentine's Day fundraiser benefitting Vida Community Center – order ahead of time and pick up meals on Saturday – contact Geri Aster

Agenda:

Approval of January meeting minutes

March meeting schedule

- Regularly scheduled meeting would be March 8<sup>th</sup>, Carol would be out of town
- Following week would conflict with Travel Oregon Governor's Conference on Tourism
- Reschedule for Thursday March 10<sup>th</sup>
- Jeff M will re-do agenda, send out Zoom link and reminder

McKenzie River Music Festival proposal

- Chris will be in town later this month and would like to go see Track as a possible venue
  - Pete should be able to meet them and give a brief tour
- Judy – share the Blue River Park meeting with Chris, he could provide input as to the stage design and if it would be possible to hold a concert at the park this year
- Event organizers still need direction
- Have they talked to the McKenzie CDC yet?
  - Jeff D – this has been passed on the Lisa Mattes; she needs to be nudged
  - [lisa@mckenziecommunity.org](mailto:lisa@mckenziecommunity.org)
- Judy – this event committee needs to make those decisions of date, name, scale of the event, etc...
- Jonnie – we need to hear a financial figure from the event organizers; or that committee needs to establish a seed fund they can work from
- Event organizers still asked for a budget range before they can start planning
- Jeff D – McKenzie CDC can probably match what the Chamber can commit
- Melanie – Chamber made it clear that they are not planning / organizing the event
  - Chamber can only give so much guidance, the event impetus needs to come from the organizer
- Consensus – the tourism committee can commit up to \$5,000 but needs a formal written proposal to come to the Chamber Board
- Chris needs to plan the rest of the details of the event and return to the committee

## RTMP Plan for 2022

- Frontline Training line item has been in previous budget years
  - Champion World Hosts program launched Monday
  - [www.ChampionWorldHosts.com](http://www.ChampionWorldHosts.com)
  - Committee had budgeted \$500 each year for frontline training; but now that this program is online, those funds could be redistributed
  - Chamber should share that training program far and wide
- Ads placed in Travel Lane County visitor guide
  - 2 tiles remain unsold; so those spaces can be used to promote other activities
  - Viribus? or other fire recovery image?
- Next year's RTMP funds will probably be less; and will see some of the lag from COVID
- There will be a larger payment coming from the state legislature to help offset, but that amount will be reduced in future years as it is hoped RTMP will recover
  - Carol will resend most recent report from County
- Send ideas for how to spend / or how much to save / where to redirect to Carol
- Have ~\$8,500 from previous year funding that will be spent down first

## McKenzie River Marketing Message

- Travel Lane County launching new social media ads that feature the "Come & Stay" theme that Stephen showed in the January meeting
- Other ads continue to run to key flight and drive markets
  - Upcoming ads will be to key spending markets such as Portland
  - Carol will connect with Stephen regarding paying for ads again on Travel Lane County's site
- Jonnie has been contacted for to do filming in the future for Food Trail video content
- Travel Lane County is also going to be working with an influencer on Food Trail marketing this spring

## Wayfinding Signage

- Project is included again in a current round of legislative asks; but not sure where that process stands
- Reminder that approval has been given for the West sign and Forest Service is ready to approve the East sign
- Carol is adding budget for this project each year from the RTMP so that we build up enough to have on hand for matches to larger grants

## Events

- Posters should be completed by mid-March
  - Carol will work with Travel Lane County to get them installed
- McKenzie Wooden Boat Show will be held!
  - April 23<sup>rd</sup> from 10am-4pm
  - To be held at Eagle Rock Lodge
  - They are bringing back food as a fundraiser this year; but not sure of format yet
  - Contact Randy Dersham to otherwise get engaged or have vendor tables
  - Also bringing back the Guides' Wives dinner; more info to come

## McKenzie Visitor Guide

- This has been budgeted and was planned for back in 2020
- Is this an idea that we want to pick back up, or is this no longer a viable marketing piece?

## OR 22

- Still no reservations from a Federation at the Track
- Jeff M explained Travel Lane County's call for product and potential timing of ticket sales
  - Also our booth presence
- Jonnie has started getting calls about rafting and fishing trips, but often those people call back when they realize there is no lodging on those dates (not thinking about track visitors, regular visitors)

## McKenzie History Highway

- Website needs to be updated – still has a reference to Oregon 21
  - Jonnie would be happy to link to that website if it gets updated
- Chamber website probably has similar issues

## Other notes

- Jeff M will send link to the County ARPA survey
  - For any other boat ramp related projects or ideas; connect to Jonnie and she will engage the guides
- Lodging reconstruction update
  - Hearing from Chris LaVoie and other owners; it is probably a 2-3 or even 5 year process
  - Insurance is an issue
  - Sewer/septic discussion
  - Would also be a 3-5 year timeline