

McKenzie River Chamber of Commerce Tourism Committee
Meeting Minutes 6.14.22

In Attendance:

Carol Tannenbaum, Jonnie Helfrich, Jeffrey Dehne, Chris Baron, Tricia Miller (Finn Rock Coffee), Randy Dersham, Pete Petty, Judy Casad, Stephen Hoshaw, Jeff Malik

Announcements:

No Father's Day breakfast - lack of volunteers

Agenda:

May minutes approved (but make the date correct in June agenda - May 10th, not 19th)
No July meeting - it is right after the Lavender Festival and right before the World Championships

Caddis Fly Concerts update:

- Sunday June 26th, Gate Creek Ranch, 1-5PM
- Stage is being constructed and will be finished ASAP
- Beer, wine, and food truck arranged so far
- No outside food or beverage; no smoking
- More information, and tickets can be purchased at Caddisflyconcerts.com
 - ~60 tickets sold so far
 - Maximum capacity is 200 tickets
- Chris will be in the valley for the entire week prior if anyone needs to meet him
 - Searchlightsinmexico@gmail.com
- Funding has been used for marketing
 - WOW Hall is Eugene is distributing flyers
- Jeff D and Nadine will give a welcome / thank you at the beginning
- Carol will get the Events pop-up banner to Jeff D or over to the concert

McKenzie River Marketing Message

- Stephen showed our Things to Do and Guides & Tours pages
 - QR codes and other in-market pieces will direct traffic to these pages
 - Please send any last minute events or trip packages to Jeff M
- There will be 7 different booths across Eugene with visitor information
 - Q: what about downtown Springfield?
 - Stephen: will check with Springfield Chamber and also our planning team
- Jonnie and her guides filled out survey from Springfield Chamber with information on upriver attractions and hope that will get coverage in newspaper / other local venues
- July is also the start of Travel Lane County's fiscal year
 - We will be thinking about shoulder season marketing as soon as World Athletics Championships are over

McKenzie Online Marketing

- Banner ads on Travel Lane County's website
 - One is for events and one is general content about the area
 - The events on that banner will change throughout the season
 - Carol needs content from Jeff D about the Walterville Fair

- Jerri-Jo has been updating the website and social media and adding current events
 - Marketing@McKenzieChamber.com
 - Events@McKenzieChamber.com
 - or 541-228-1673
- There will be a new tab for service businesses, separate from the visitor facing businesses
- Maybe she can update the banner ad content too?
- Track Board meeting is later today and Pete will send events to Jerri-Jo

Together Anywhere Audio Tour

- Christy Hey was staying at Belknap Hot Springs and would be distributing rack cards on her drive home
- Jeff M will connect with her for an update on number of downloads
- Also connect her to Jeff D & Nadine to get some rack cards for the information booth at the concert

McKenzie Wayfinding

- Groundbreaking ceremony will be on June 23rd at 11am at Hendricks wayside
- Mostly by invitation only - everyone on the committee is welcome to attend
- Legislators will be attending
- RSVP to mckenziegatewayrsvp@gmail.com
- Park in Hendricks Park, reception to follow

McKenzie Events Team

- Pop-up banner in production and Carol will have it soon
- First use will be at Caddis Fly Concert
- Then other summer events
- If anyone has ideas of where else it should go; talk to Carol

World Athletics Championships

- Irish Federation booked at McKenzie Track
- Continue to send trips / packages to Travel Lane County

Old business / new business

- Jeff M will reconnect with Sydney about the updated local information binders
- McKenzie River Discovery Center is working on a variety of planning documents that need to be completed before they can secure the state funding that was designated for them

Next Meeting - August 9th at 9am via Zoom