

McKenzie River Chamber of Commerce Tourism Committee
Meeting Minutes 8.9.22

In Attendance: Carol Tannenbaum, Jonnie Helfrich, Jeff Dehne, Bob Wilson, Randy Dersham, Judy Casad Tricia Miller, Paul Dage, Chris Baron, Devin Vanscoy, Jeff Malik

Announcements:

- June meeting minutes approved
- Walterville Community Fair will be happening again – September 10th
- Chicken dinner, 5K/Waddle, live music

Tricia Miller new owner of Finn Rock Coffee – add to CRM?

Agenda:

Storm the Castle Half Marathon

- Organized by Elevated Trail Racing
- 2nd annual event, last weekend in November
- Race up King's Castle / Castle Rock Trail
- This year's event will be on November 26th
- Generally people will return home if they live within 90 minutes of the race
 - From longer distances, they will stay the night before and sometimes also after
 - His events draw from across the state so he expects some room nights to come from it
 - Has not connected with lodging properties yet but plans to do so
- Asking for \$1000 from Tourism Committee to cover photography and food
- First year of race had 27 runners, hoping for 50 this year
- Started with events in Oakridge / Westfir and added more events this year as he builds his company
- Advertising flyer has all 4 of his races on 1 flyer
 - Devin will send information to Judy for the McKenzie Chamber facebook and email
- ACTION ITEM – Committee approved \$1000 event funding (pending Chamber Board decision)

Caddis Fly Concerts

- First event in June at Gate Creek Ranch "Big Red Barn" *in CRM?*
 - 170 attendees
 - Food truck and beer garden did good business
 - Raised \$3,500 for Vida Community Center rebuilding
- Now planning for 2023 events – Spring and Fall
 - Potentially May 27th and October 28th
 - Budget for proposed 2023 events in \$9,750
- Is hoping to apply for some grants this Fall
- Future events would also be a fundraiser for rebuilding projects in the valley
- Jeff D questioned – why doesn't this committee just donate to the Community Center, and cut out all of the work of the concert
 - Based on the amount donated (\$5,000 total from Chamber and CDC) vs. the amount raised (\$3,500)
 - OR – if the Chamber continues to fund these concerts, he would want to see more sustainable finances so the organizers don't ask for funding each year
 - To Paul's point – yes the finances didn't balanced out, but the positive experience of the music would be missed

- Jonnie expressed that the point of funding this event is to grow it in the future, so she is hopeful that the success of the first concert will build to something more
- Jeff D is concerned that existing non-profits in the valley are already funded via grants, so if the concert is applying for grants to hold a fundraiser, they are competing against existing non-profits
- Can we say that the Chamber will potentially fund these concerts, so that they can write pending funding into their grant applications?
- Can we prove that these concerts are driving overnight stays in shoulder seasons?
 - There were people from out of state who came to the first, but they don't have hard numbers
- Tourism Committee will go to the full Chamber board and get approval

McKenzie River Marketing Messaging

- Stephen is currently in a meeting with Southwest Airlines but will answer any questions later
- Full page ad with Cascades focused content is going in 1859 Magazine
- Recent photoshoot with A Helfrich Outfitter
- Stephen is setting up meetings in September and is happy to talk about data, web traffic, etc...

McKenzie Online Marketing

- Travel Lane County online messaging will return to the "Cozy Fall Stays" theme that was successful last year
- Deals and packages from lodging properties can be featured – send anything to Jeff M

McKenzie Wayfinding

- Construction underway on the Eastern sign
- Ribbon cutting tentatively scheduled for Labor Day
- Fundraising continues and we should

McKenzie Events Team

- Lavender Bloom was back to 2019

World Athletics Championships recap

- Overall feeling of a successful event
- Exact numbers of visitor spending and taxes collected will be coming later
- Some businesses very happy with results, others did not see as much traffic
- TV coverage was phenomenal
- High level awareness of Oregon (including local imagery) will be a big long-term win

New Business

- Owners of Eagle Rock Lodge are interested in getting involved, but this time does not work for them
- Maybe try 11am for the September meeting
 - Send out extra emails to tell people about the change
 - Maybe do phone calls as well to get lodging properties to attend?
 - Jeff M will start an email and loop Judy and Jerri-Jo in
 - Tricia can help with phone outreach if we write up some talking points

Next Meeting Tuesday September 6, at 9am via ZOOM

<https://us02web.zoom.us/j/81390971451?pwd=aUpqVIBNWXZ0T282NTIsTIZRMUNZdz09>