

McKenzie River Tourism Committee
Meeting Minutes 9.6.22

In Attendance: Carol Tannenbaum, Jonnie Helfrich, Randy Dersham, Jeffry Dehne, Jeff Malik, Stephen Hoshaw, Chris LaVoie

Announcements:

- September 23rd – Ribbon cutting at Gateway Sign, 11am
- September 5th – recognition of Holiday Farm Fire anniversary event when well
- WALTERVILLE FAIR this Saturday!
 - Waddle, Parade, and Chicken Dinner all returning
- Asked about smoke from Cedar Creek fire – mornings have been good but they are getting it in the afternoon

Agenda:

Castle Half Marathon

- Board approved the sponsorship amount that was discussed last month

McKenzie River Marketing Message

- Trip Ideas page up and running, seeing good traffic
- “Digital Display” campaign
- Lots of supplemental content: itineraries, deals, etc...
- Refreshing “cozy stays” and some other blogs that have performed well
- Loloma Lodge is currently being featured
- New videos are being wrapped up and will be launched in October

McKenzie Online Marketing

- October will feature generic McKenzie content and tying in to the “cozy stays” work
- Will be advertising the Christmas Bazaar and Holiday Lights starting in November

McKenzie Wayfinding

- See announcements – regarding sign ribbon cutting

McKenzie Events Team

- See announcements – WALTERVILLE events this Saturday

2023 RTMP

Projects that have been included in last several years:

- Advertise in Travel Lane County visitor guide
- Wayfinding implementation
 - With the gateway signs complete, where should we focus now?
 - Signage for events
 - Would be the same theme / graphic design, but would promote events
 - Possibly could be built on to / in conjunction with the existing community name signs
 - Need to revisit the approvals / permitting of those signs to see what could be added to them
 - Would prefer to put something on top or below, rather not put a new sign next to it

- Continue event support
- Consider continuing to support McKenzie River Discovery Center
- Support shoulder season marketing
 - Still need to get lodging properties involved in these discussions
- Continue online advertising
- Drop frontline training line item
- Set aside money again for opportunity funding
- Possibly budget for re-doing the lodging property binders
 - Where did the work land that we tried to do this year?
 - Jeff M created an updated list of lodging properties and the number of rooms remaining at each
 - Need to figure out how we can get the list / contacts of AirBnBs and VRBOs
 - Sydney (newer area resident / business owner) was going to help deliver new materials but that didn't happen
 - So now, we can decide if we want to re-make printed binders, or do a simple 1-pager that directs traffic to online information
 - Stephen and Jeff M can draft something simple here
- Consider funding for Caddisfly Concerts as a shoulder season event
 - They are applying for other grants from sources that would be more appropriate than Tourism funding, since it is not really an overnight draw
 - Do we need to merge this into events and/or make a category for "new ideas"
- McKenzie History Highway – want to fund more signs / new content?
 - And/or to market those signs more?
 - The website for that project needs to be funded to keep up with!
 - Property owners also need to be kept up with
 - I.E. – Obsidian Grill took their panels down but have not put them back up
 - 7 signs that were re-made after the fire were put up at the track
 - Jeff D needs help figuring out where those signs were originally located
 - Those were damaged by a helicopter that landed at the track
 - This project needs work to get it back together!
 - Who really should be responsible for this project?
 - Look to see if we have any records of original signage locations
 - Many of the building agreements are missing
 - Almost need an "archivist" position to help with these kinds of work
 - Randy has had some conversations with Leaburg Library about being an archive for McKenzie Guides history
- Any other projects that should be included in the budget?
- New McKenzie Community Partnership website – maybe this could feature a tourism guide / directory
 - McKenzieCommunity.org
 - Chris would be willing to donate his URL
 - Could tourism funds help pay for a contractor who would create that guide?
- Carol will create first draft of 2023 RTMP budget
 - She doesn't have the final amount yet from the county of what the budget will be

Old/New Business

None

Next Meeting – Tuesday, October 11, 2022 at 11am

Carol will do some follow-up to try to attract more lodging properties