

McKenzie River Tourism Committee  
Meeting Minutes 5.10.22

**In Attendance:** Carol Tannenbaum, Jonnie Helfrich, Randy Dersham, Jeff Dehne, Judy Casad, Sydney Chamorro (bought Riverside Inn, now “The Jeweled Messenger”), Jerri-Jo Payne (Leaburg Store), Tricia Miller (new owners of Finn Rock Grill), Pete Petty, Patty Starr (moving company) Stephen Hoshaw, Jeff Malik

**Announcements:**

- Jeff D: Successful Mother’s Day breakfast at the Waltherville Community Center, next event is Father’s Day breakfast
- Jonnie: had a great float trip for the Adventure ELEVATE conference last week
  - Has a trip this afternoon as well – it’s going to be fast but fun with the river levels
  - She has also been in contact with Forest Service to try to get a port-a-potty reinstalled at Brukart Landing
- Pete: The track in Blue River will be very busy in the coming days beginning with the return of the high school district track meet this Friday the 13th.
  - 23 schools in our district will be sending athletes to compete for a chance to go to the state finals at Hayward Field.
  - The track will also be used as a training site for the Oregon Track Club elite runners on May 17, 21 and 24.
  - The McKenzie River Trail Run will be using the track for staging the post run activities on Saturday, June 18. Live entertainment and food trucks will be part of that celebration which will be open to public.
  - June 22 – Gravel Grinders bike ride will be camping at the Track

**Agenda:**

April minutes approved

**Caddis Fly Concerts**

- June 26 – confirm dates and details with Paul.
  - Yes – it is on Sunday the 26<sup>th</sup> from 1-5pm
  - See attached flyer
- Does anyone know the reason for the name change?
- McKenzie CDC has not contributed any funding yet

**Lodging Directory**

- River Reflections, Travel Lane County visitor guide, and events calendar print-out can be used for this year; and consider redoing the binders in the future
- Storage/distribution is key
- Jerri-Jo asked about storage; and Sydney offered to help with distribution
- Loop in Judy, Jonnie, Sydney, Jerri-Jo and Carol and work out distribution; and include Ken with the River Reflections [rivref2@gmail.com](mailto:rivref2@gmail.com)
- How many flyers will need to be printed, or do we laminate them to make them permanent?
- Jeff M will send an email to get this project started
- Hopefully Sydney can then keep everything moving forward

### **Travel Lane County Marketing Message**

- Road Trip and Foodie related content rolling out
- Targeting Portland, Seattle, Bay Area, LA
- Will be running some test content in Bend
- Updating displays at Eugene Airport, Lane Events Center
- Staff is getting focused on OR 22
- Sydney would like to know more about our marketing efforts, and bloggers we work with
  - Might have some other ideas
  - Stephen will connect with her

### **Adventure ELEVATE update**

- This conference was the North American version of trade shows that ATTA produces
- Has been in the works since pre-COVID but finally rescheduled
- Brought media, tour operators, and other travel professionals to Eugene to explore our outdoor rec and adventure travel offerings
- Travel Lane County staff will be following up with the media, tour operators, for additional information
- Conference attendees explored the county on “Day of Adventure” trips
  - Trips that visited the McKenzie included rafting, mountain biking, and hiking at Clear Lake
- Jonnie did a phenomenal job making other stops and explaining the entire valley

### **Together Anywhere Audio Tour**

To download: <https://togetheranywhere.com/mckenzie-river-and-cascades-tour/>

- Christy from Together Anywhere is happy to attend a meeting and report out when we can connect on schedules
- Updates on how they have been promoting the app:
  - Rack cards placement through Certified Folder Display locations and Travel Lane County with a sticker that highlights the FREE McKenzie River tour through August 2022. I plan to do another run to place them in businesses along 126 in the next month sometime. My last trip through there in early fall went well.
  - A 1/3 page ad in the new Travel Lane County Visitor Guide and the McKenzie River tour is listed there
  - A full page ad in the new Oregon22 pocket guide coming out next month. We will start with online advertising in the next few weeks.
  - Our 'Oregon Road Trips' Facebook group has been gaining in popularity over the last few months and we have been promoting the McKenzie River as a destination for the Oregon visitor.
  - We will begin our online paid advertising in the next month.
  - We are hosting a 'McKenzie River relaunch' gathering for our supporters at the Cliff House property in late July.

### **McKenzie Wayfinding Project**

- Approval from ODOT for both signage locations
- All surveys completed
- Some remaining hurdles with the West location related to floodplain
- Funk/Levis is working on fundraising, and is planning a groundbreaking event in June
- See 1 page talking points from Carol

### **Events Team**

- Large posters have been installed at the kiosks
- Small posters will be distributed at lodges and other businesses
- Considering placing ads on Travel Lane County's website; Carol needs some help to develop those messages
- Pop-up banner with events dates can also be moved around to promote

### **Scenic Byways Grant**

- Applications need to come from state DOTs, in conjunction with local partners
- Can cover a wide variety of infrastructure improvements, signage, etc...
- Deadline is soon (June) and as a Federal grant it is highly detailed
- Does anyone have a good ODOT contact?
  - From Pete – the district manager retired and there is not a replacement yet, but he does have ODOT contacts through another committee he is on
- Pete and Sydney interested in working on this – suggested to also work with Gerry Aster
- Jeff M will start an email thread to see how much capacity and interest there is

### **World Athletics Championships**

- Irish Federation will be using the McKenzie Track for training
- May also accommodate some other federations for smaller blocks of time
- A clothing company has also reached out to the Track for use as filming
- Stephen will check in with any media opportunities related to the Track and OR 22
- Jonnie picked up her logo wear last week so will have guides wear that

### **Next Meeting – June 14**

Send a reminder to new Eagle Rock Lodge owners to get involved – Carol chatted with her at Wooden Boat Festival