



## **Tourism Committee Meeting Agenda**

**Zoom** Meeting ID: 885 0120 8992 Passcode: 707179

**March 14, 2023, 11:00 am**

### **Goals**

- **McKenzie River welcomes Visitors**
- **Implementation of Year-Round Tourism Plan**
- **Implement RTMP for 2023**
- **Improve Wayfinding for the McKenzie River**

### **1. Introductions (5 min)**

#### **a. In attendance:**

- 6 Stephen Hoshaw and JB Carney**
- 7 Tricia Miller**
- 8 Melissa Prestinario**
- 9 Chris Lavoie**
- 10 Randy Dersham**
- 11 Kiger Plews**
- 12 Carol Tannenbaum**

### **2. Approval of past minutes February 14, 2023 (3 min)**

### **3. Additions/modifications to the agenda: (1 min)**

### **4. Announcements: All (5 min)**

- a. Judy to meet with Tricia to collaborate on way to upload documents for the Chamber to share with partners**

#### **b. Melissa update from Rain:**

- 6 She is doing open mentor hours monthly. Has had 6-7 people book so far.**
- 7 Melissa will be doing trainings with businesses on how to optimize your business for visitors. Numerous slots available but wants to offer McKenzie River businesses to join the curriculum over one or two days. She will be**

deciding how to roll this out soon and will be looking for feedback on the format of these meetings before they kick off.

- c. **Randy: The boat show is on track and the poster is out. Has been online for a little while so far.**

**5. 2023 RTMP: Carol (10 min)**

- a. **Work is in progress on this. Carol is itemizing activities in the plan for this year.**

**6. McKenzie River Marketing Message: Stephen (10 min)**

- a. **Travel Lane County's new website is live**
- b. **New visitor guides launched**
- c. **Upcoming content includes road trip highlights and spring themes like hiking, and waterfall exploration.**

**7. Engaging Lodging Properties: Tricia (10 min)**

- a. **Tricia and Judy are getting Tricia access to the chamber site to be able to share details and documents with lodging partners and beyond. Tricia is still conducting outreach to lodging partners to join the committee call.**
- b. **Judy is working on setting this up now and will prepare an announcement that is live**

**8. McKenzie Events Team: Carol & Team (3 min)**

- a. **Carol is working on updates to the events poster. The Chainsaw Arts Festival will not be on the poster because it sounds like it's not coming back this year. The Holiday Lights event will be included on this poster for a total of six activities. Carol is targeting a draft of this poster to be able to share soon. Events include:**

**6 Wooden boat festival/show**

**7 Tokatee Anniversary Celebration**

**8 Lavender Bloom**

**9 Waltherville Fair and Waddle**

**10 McKenzie Holiday Bazaar**

**11 Holiday Lights Program**

- b. **Part of the online marketing will include highlights of this. This will remain a focus of the RTMP funds here.**

**9. Old business/new business: (5 min)**

- a. Carol, Chris, Stephen and Tricia to meet and discuss meeting details to see about ideas to increase lodging attendance at meetings. Stephen to reach out to set meeting*
- b. Kiger Plews the VP of the McKenzie Track for 2023 and would love to be added to the email list for the future meetings [kiger.w.plews@gmail.com](mailto:kiger.w.plews@gmail.com)**
- c. Idea from Chris LaVoie on a way to connect with a more affordable way to build concert attendance in the McKenzie River area. Might have an additional venue identified by Judy to**

**10. \*\*Next meeting Tuesday April 11, 2023; 11am Zoom**