

VISITORS AND CONVENTION COMMISSION
December 19, 2006

Vice-Chair Georgia Stiles called the meeting of the Visitors and Convention Commission to order at 4:00 p.m. on December 19, 2006, in the City Hall Conference Rom.

Present: Commission members Paul Zegers, Dotty Randall-Stapleton, Georgia Stiles, Ellen Whitaker and Terri Klein.

Absent: Commission members Lanty Jarvis and Jane Green.

Others Present: Human Resources Director Barbara Gershon, Visitors Bureau Director Jean Kurtz, Guest Gary Leif and Management Assistant Debi Davidson.

APPROVAL OF MINUTES:

Whitaker moved to approve the minutes of the November 21, 2006 meeting. Motion was seconded by Klein and carried unanimously.

TV/DVD EQUIPMENT FOR MOTELS

Whitaker reported that she could obtain hospitality DVD/TV's with 13" screens from a hotel supply at \$147.76 each reduced from \$299.00. There are other options from Best Buy at \$125.99 but are not commercial quality. Discussion was held on whether to provide units to all motels or just those along Interstate 5 as many of the motels inside the City specialize in month-to-month guests and don't attract traveling guests. Whitaker and Kurtz will contact the 8-10 motels on the corridor to determine interest in a pilot program. Final purchase decision shall be made at the January meeting.

COMMISSION CHAIR AND MEMBERSHIP

It was explained that the Mayor will make Commission Chair appointments at the January 8, 2007, City Council meeting. Commission terms are expiring for Jane Green and Terri Klein; Klein cannot continue due to new employment circumstances. At this point, Green had not applied for re-appointment to another term. New appointees must be City residents.

FINANCIAL DISCUSSION

Gershon explained that unrestricted funds are now at \$128,000. The only income for that fund is through repayment from grantees. Because of concerns regarding charitable donations and risk management, a proposal is forthcoming that the Air Show be placed under the auspices of an Airport Commission Subcommittee and treated as a City event versus a volunteer group. Given recent discussions and e-mails distributed to V & C Commission members, it appears the Air Show group believes they will get continued support from the Visitors and Convention Fund at \$20,000 annually rather than becoming totally self-supporting. This has caused a concern with the limited amount of dollars available to the Commission and the need for those funds to also support the Harvest Festival.

GRANT APPLICATION – SALMON RUN PUBLIC ART BANNER PROJECT

Zegers announced he was a member of the Salmon Run project committee. They are seeking funds to move into phase 3 which will kick off at the June Arts Festival. Individual artists will prepare approximately 70 banners. The Committee will pay the City \$900 for banner installation. Banners would hang for a month and then be auctioned with the auction

revenue slated to pay for the permanent public art in the downtown area. The auction will be a special event similar to the salmon bake at the Harvest Festival. Klein suggested the banners be silk-screened and sold to earn more money. Conservative estimates for auction revenue are at \$7,000. Discussion was held on the option to have the Committee repay a portion of any funds raised over the \$7,000 goal. Discussion was held regarding this project in relation to the evaluation criteria. The grant applicant will be asked to attend the January meeting to provide further information to the Commission; in preparation for that, he will be asked to rate the application based on the evaluation criteria and submit a proposal regarding the potential reimbursement to the Commission.

GRANT APPLICATION – 39TH ANNUAL UMPQUA VALLEY WINE FESTIVAL

There are efforts to resurrect the Festival in Oakland for the first weekend in September. Museum Director Gardner Chappell has offered to host the kickoff event with a wine tasting gathering at the museum. Zegers announced he also served on the Museum Foundation Board. The winegrowers will meet in January to determine a name and location for the event. The Commission decided to postpone action on this request until event location was determined. The applicant will also be asked to attend the January meeting to discuss the proposal further.

GOOD OF THE ORDER

The Harvest Festival Committee will probably be requesting funding for next year. The Commission was asked to entertain a request to rehab or replace the Stewart Park half-shell cover. This would be a capital expenditure which could fall under the restricted funds.

Meeting adjourned at 5:03 p.m.

Debi Davidson
Management Assistant