

Bay Area Chamber of Commerce

Board of Directors

December 2, 2009

Board Members present: Sherry Yarbrough, Umpqua Bank; Margery Whitmer, Betty Kay Charters; Joanie Johnson, Sincerely Yours!Next Door; Clark Walworth, The World; Crystal Shoji, Shoji Planning; Pam de Jong, HOLM Services; Dana Webber, Sterling Savings Bank; Eric Farm, Menasha/Campbell Group; Lucinda DiNovo, The Mill Casino/Hotel; Mark Mattecheck, North Bend Lanes; Chris Christoffer, Sterling Savings Bank; Matt LeDoux, Fishermen's Wharf; Gary Rifkin, Fiddlesticks; Jessica Randle, The Human Bean.

Others present: Theresa Haga, CCD Business Develop Corp; Jenny Bream, Ambassadors; Joe Benetti, Coos County Airport District; Dick Leshley, Yellow Cab; Rob Schab, CB/NB Water Board; Pam Plummer, Umpqua Bank; Patty Scott, Southwestern Oregon Community College; Martin Callery, Oregon International Port of Coos Bay; Rick Keating, Sterling Savings Bank; Jan Willis, City of North Bend; Sandy Messerle, South Coast Development Council; Timm Slater, Bay Area Chamber; Pam Cottrell, Bay Area Chamber.

Sherry called the meeting to order and welcomed everyone. Introductions were made around the table. November minutes were approved.

President's Report: Sherry announced the nominating committee's slate of 2010 Officers, she then asked for any additional nominations. The slate was moved and seconded. Motion passed to accept the new officers. Your new Chamber Officers for 2010 will be President Lucinda Di Novo, President Elect Eric Farm, Vice President Government Affairs & Economic Development Clark Walworth; Vice President Membership & Tourism Matt LeDoux, Secretary Pam de Jong, Acting Interim Treasurer Chris Christoffer. The slate was moved and seconded. A new Treasurer to be decided in the first quarter for 2010.

Sherry congratulated those elected.

Economic Outlook Forum will be held Friday December 11, 2009 begins at 7:15 AM. It has been decided that a packet will be constructed for the event. If you are a sponsor for EOF and would like to include a flyer in the packet, please have 300 copies to the Chamber office or deliver to Umpqua Bank by December 7th. If you have not registered for this event please do so.

Sherry announced that this will be her last board meeting as President. It has been a great opportunity for me to step out of my comfort zone and talk within the community. It has been a heart warming experience to see how many people work together to make this a great community. She thanked the board for their support.

Executive Director's Report: Timm reports that planning session was held the end of October. Committee goals were set. A survey was sent out to our membership asking what areas we needed to work on. Of the 600 surveys sent we received about 120 responses. From these responses we identified opportunities in 4 working areas. At the planning session a group of about 20-25 people met and we discuss these issue areas.

From the work session we put together action plan goals and took them to the Executive Board to revise. Than the goals were sent to the board members to accept as our 2010 Board goals.

The proposed Board goals you received continue to be the same, with one exception. Economic Development changed wording from "facilitate" to "Support". The board expects to support the work and planning of other local entities in economic development.

We will work to define a vision of the Chamber to be a voice of advocacy in the business community.

The membership committee plans to inform, involve and mentor new members. They may also look to add a part time contractor to recruit membership.

On January 20th at 7AM, location to be announced, we are having a "committees meeting". At this meeting we will allocate goals, discuss what the committees we need and who will be on the committees. Any and all members can be involved in a committee.

Clark requested that a survey be added to the EOF packet to be filled out by those attending to find out what their thoughts are on what the Chambers vision. Pam d offered to coordinate and collect the survey at the forum.

Sherry emphasized personal contact with businesses and chamber members become involved and follow through.

Timm reminds the board that the Visitor Center Volunteer, dinner will be December 15th. This is a great time to let the volunteers know how much we appreciate what they do for the community. If you would like to donate items/gifts for the volunteers to receive please contact Cheryl Crockett at the Coos Bay Visitor Center.

Treasurer Report: Chris reports from the report provided by Hough MacAdam and Wartnik. We have \$50,000.00 in cash. \$24,900.00 in Revenue we spent \$13,000 leaving a balance of \$62,000.00.

\$3100.00 has been received from EOF revenue. Profile money is coming in. Expenses have dropped, reflecting the changes we have made, of \$10,300.00. As we break out project money allocated for other sources. We hold Ambassadors Cash Receipts of \$12,571.61; Community Profile Deposits of \$22,286.50; Leadership Coos Fees \$10,592.00 and EOF \$3129.00.

We recognized that we had a problem, which we were eating into our reserves to operate. Efforts are being made to correct the problem and we are making good progress with both revenues and expenses.

Committee Updates

IBO- Sherry reports today's speaker is Dick Vigue talking about Health Care. Next week Bandon Dunes will be the presenter. We will take a holiday hiatus and start anew in January.

Government Affairs- Timm reports the next quarterly IBO/Government Affairs will be January 27, 2010, featuring our County commissioners.

Ambassadors-Pam P reports that she and Jenny met with Ken and Sherry to develop a mentoring program and will meet with BAH host before there event. We are developing a tri fold brochure to help businesses plan for a successful event and increase attendance. This month BAH is December 16th, not the last Wednesday of the month, at Evergreen Court.

The Ambassadors will be helping at the EOF, she made the offer for the Ambassadors to help Pam d collect the surveys at the Forum.

Tourism- Margery reports that this month a sub committee will meet to discuss developing a South Coast Quest Booklet. This booklet will have clues that can be followed as folks explore our area.

Leadership Coos- Rick reports that we are looking at changing the format of the program, broadening the range of the speakers. More than that, we are looking at making the program more interactive. Rather than just sitting and listening to speakers, get the participants to respond. Also we look to develop a way to bringing participants back to the program and becoming active in the community. This is exactly what we have been talking about today. It will not happen overnight, but with some planning and forethought I do think this is something that we can achieve.

Transportation- Martin reports that Transportation meets tomorrow, 11:30 at the Port conference room on the third floor. Mark Usselman from ODOT will speak about the two bridge projects for 2010. It is planned to rehabilitate the South Slough bridge swing span and opening span. It will be out of service from time to time. Rehab for Isthmus Slough bridge is also planned for 2010.

A report will also be made to bring you up to date on the rehab of the tunnels on the rail line.

VCB- Mark reports South Coast Partnership grant of \$10,000 matching grant. All the Destination Marketing Organizations from Reedsport down to Brookings are participating. It will incorporate a TV commercial campaign that will air in the Redding area of CA and Southern Oregon. It will also be utilizing Facebook and a series of blogs hosted on the Travel Oregon site. The Facebook page is facebook.com/southernoregoncoast which launched December 1st. The TV campaign will kick off in mid January and will drive people to a new website southcoastoregon.com. The campaign is focused on promoting the entire Southern Oregon Coast.

A new quarterly partner newsletter is being published to keep lodging properties and other tourism partners informed of what's going on. If you'd like to be included in the list, email Katherine, the next newsletter will be given to Timm to email out to Chamber members.

A new monthly consumer newsletter will kick off in December. We'll be making the newsletter "sign up" a more prominent feature on our website. The newsletter will feature area events and special offers.

We are wrapping up the new edition of the coupon book this week. It will be available through the lodging properties starting in January and will also be available as bag stuffers for conventions.

Coming up December 8-10, Katherine will be attending and giving a "beginning twitter" presentation. Also she will provide an update on her learning's from the US Travel Conference she attended in Nevada.

We hired "Out of the Box" marketing to assist us with strategic geographic buys to focus on Oregon, Northern California and Washington. We're also doing some strategic buys for specific events such as Shore Acres Holiday Lights. They will also be assisting us on keeping our new Facebook page updated, providing content for our blogs, and incorporating all our various social media accounts into our website so they are all working together.

Behind the scenes, travel writers come to the area we take them to lunch, show them around the area, provide and lodging. By doing this we get a story like: "Shore Acres State Park holiday light display overlooks the ocean in Oregon." The link was sent to Timm to send out to the board. Katherine has a good network of people who help her in providing free lodging and dinners for the writers. They get a guided tour of things to see in our area.

The EOF presentation that I will be doing will help to push the Convention Packet to be used to encourage conventions and tourist to visit our area.

SDC-Sandy reports that applications are being evaluated on a valuable program for our area. We are working on a couple of projects that I look forward to reporting to you soon.

Coos County Airport District- Joe reports that the Airport is at about the same status as reported last month. The South Bound flights have good percentages. The North Bound flights need to be worked on. We are working on a grant that we are looking to coordinate with Delta and United. We hope to have that going by spring. New Director will be here by December 7th. Gary LeTellier has accepted a position in Georgia.

Southwestern Oregon Community College- Patty reports the Fall term has ended. Winter term registration has started. Class will begin on January 5th. We are getting ready for the budget season. We have an all staff/In service on January 4th. State Representatives have been invited and they will be coming.

March 5th cooking class will be Tapas and Wine.

Coos Bay North Bend Water Board- Rob reports progress is being made on the expansion of the water treatment plant. We are discussing the budget with a consultant. We plan to take that to the board on the December 11th. We hope to move forward to have the design completed. The board is completing the Water Management and Resource Plan, focused on how we use water for the next 40 years. This is a real opportunity for the voice of the Chamber to review that report. I will be submitting a report to Timm to look at. The major things that came out of the report are our water use as a community will be driven by industrial growth. If we don't have any industrial growth we won't need the water expansion. If that industrial growth occurs we will need every drop that we can secure. The base of information is coming from a population report from Portland State and work that SCDC put together a couple of years ago on forecasting potential industrial growth in this area. It is a good base line. It is not just a guess. We have some good documentation to support the figures. We will be getting this report out to the community in the next couple of weeks for review and comments.

City of Coos Bay- Joanie reports that at the council meeting last night it was decided to extend our sunset on the Urban Renewal district. We have a grassroots involvement, Connie Lewis and her husband will have a homecoming in 2010. It will be kicked off this weekend. It will be a neighbor to neighbor, getting to know your neighbor effort. The man who is presenting this is well known. There will be other cities in the nation to sign up. It is a good promotion for our city. We will be the first city in the nation to sign up. We will be receiving some coverage from this.

On another note the Boat Building Center is going well. We are working on the ped-way.

City of North Bend-Jan reports that we are driving pilings down at the boardwalk. This project will be completed in April.

Community Center is being remodeled because of a deteriorated roof. We decided to take advantage of the opportunity to add a pitch to the roof. We hope that this project will be finished by next week.

Domestic shelter by Ashworth's is coming along fine.

Tree lighting will be December 10th at the community center.

Willoughby's will move back to the community center while they are cleaning up the fire damage.

Shutter Creek will be doing 101 corridor clean up at Hwy 101 and Virginia.

North Bend Hotel is almost fully occupied. A committee is looking at the parking concerns and identifying some solutions.

We are fully involved in the 2010 Census. I encourage you to get involved. Sign those census forms and encourage others to do the same, because the count means dollars to the county. Forms will be available at the Post Office and at Pony Village.

It was suggested to e-mail our members the importance of filling out the census and that this means dollars for our county.

Sherry reminds the board that is exactly what we were discussing earlier that the Chamber be the voice. You let us know what is important and we get the information out.

Charleston- Matt shares that crab season is open. For full body crabs this is the best time to buy. The cost goes up from here on out.

Timm reminds us as to the importance of the Dungeness Crab industry to our area, Nick Furman will be talking at the EOF on this topic as well.

Port of Coos Bay- Martin reports will do an update tomorrow on the rail line and you will hear more at the EOF. We continue to work on marine projects on the North spit. FERC has still not scheduled a hearing on the Jordon Cove and Pacific Connector projects. There is no explanation from the FERC chairman on why that has happened or hasn't happened.

Staff is working on some funding, both at the federal and state level to rehabilitate the rail line. We are looking at some advocacy efforts both in Salem and DC. These are normal things to happen at the beginning of the New Year.

Charleston has done a community effort to "Stop and Shop" as people travel through to see the lights at Shore Acres. It is working.

Pam d reminds everyone to come see Christmas Opry this week end.

Crystal announced that she has moved her office to the Economic Development Partnership offices at 145 Central in coos Bay.

Joanie reminds everyone to drive by and look at the development of the new Fire Station.

Adjourned.