

**Bay Area Chamber of Commerce
Board of Directors
February 7, 2007 at 7:00 a.m.
Red Lion**

Board members present: Barry Hayes, Pony Village Mall; Jenny Bream, Brian Bream Screw Machines; Cal Grimmer, NW Natural; Ken Croes, KCBY; Chris Christoffer, Sterling Bank; Dick Leshley, Yellow Cab Taxi; Johanna Dillard, Coastal Paper; Jim Hough, Hough, MacAdam & Wartnik; Renee Middleton, US Bank; Bonnie Barron, Bay Area Hospital; Sherry Yarbrough, Umpqua Bank; Lucinda DiNovo, The Mill Casino/Hotel; Mel Campbell, Campbell Vacation Apts; Mark Mattecheck, North Bend Lanes; Joanie Johnson, Sincerely Yours! Antique Mall.

Community at Large: Ron Opitz, South Coast Development Council; Rob Schab, Coos Bay-North Bend Water Board.

Ex-Officio Representatives: Judith Hansen, Southwestern Oregon Community College.

Others present: Deryl Beebe, Ambassadors; Katherine Hoppe, Executive Director; Pam Cottrell, Bay Area Chamber of Commerce; Chris Cole Coos Bay Downtown Association; Rick Howell, South Coast ESD.

President Jenny Bream called the meeting to order. Introductions were made. January minutes were open for approval, corrections were noted. Minutes were approved.

President's Report: Jenny welcomed everyone and thanked them for coming. It was brought to a vote to change the board meeting to begin at 7:30 am. The vote was to keep the meeting time at 7am. The Awards banquet was fabulous and enjoyed. The planning committee was thanked for their efforts. Jenny attended a work session at Southwestern Community College that was attended by educators, business owners and technical people. The purpose of the work session was to mend the gap for kids not college bound. Would it be a good idea to have a chamber committee that would work with schools and businesses to get kids ready for workforce, someone to be a liaison between schools and businesses. Suggestion was made to contact the two high schools and invite student council to attend chamber meetings. The students could report on activities taking place at their schools and see how the board works. Katherine will be calling the schools to make the invitation. There is an opening on the board, with Greg Stevens leaving. Please submit names to be considered to Katherine. Katherine will collect the names and the board will vote at our March meeting. Please contact Katherine with your suggestions.

Executive Directors Report: The Awards Banquet was well attended. The actual dollar amount is still being calculated. We should have this figure to report at March meeting. Found it interesting that the fact that when it came time for the passing of the gavel, and a fork was passed in lieu of the missing gavel, was the topic of media reports. We will be choosing the date for next year. If you have suggestions please contact Katherine. We are very excited about plans to

update the web site. The hopes are to give the web site a whole new look. Promotions is doing a revamping of their web site, the Chamber is hoping to have the Chamber and Promotions web sites linked together. Katherine attended a Southern Oregon Visitors Association marketing symposium. At the symposium many suggestions and ideas were shared to improve the web site and develop a marketing plan. The chamber has an opportunity to send representatives to Travel Industry Trade shows. Expenses will be paid by Oregon Coast Visitor Association to have representatives from the area to attend trade shows in other areas. Cheryl Crocket from the Coos Bay Visitor center and Katherine will be representing OCVA and the bay area at trade shows in Washington and San Francisco. Senate Bill 49 was discussed at the executive board meeting. This bill will put age limitations on ATV operators. At the board meeting it was discussed the effects this would have for our area. ATV sport is a large part of our tourist visitors. This bill will not only affect the tourist industry, but agriculture as well. Safety regulations for all ATV operators may be a better direction than age restrictions. Plans are to meet with Reedsport Chamber of Commerce to discuss the effect this bill could have on our area.

Treasurer's Report: Sherry Yarbrough reported on the income and expenses of the chamber budget. The Chamber was over budget for 2006. The unexpected personnel change at the chamber and the cross training that took place in the last year, is part of being over budget. Over all, the Chamber has money and is doing great. Please contact Katherine or Sherry for full details.

Ambassadors: Deryl Beebe reported that convention committees are being set up. These committees will be looking for sponsors, meeting sites, lodging, speakers and entertainment for the 2008 convention. A thought was shared to design a new chamber pin for 2008. A request was made for funds. Mark asked that a budget be sent to the promotions committee. At this time it is planned to charge convention attendees \$140, this would cover food cost. Ambassadors are looking for volunteers to clean tables at the Crab feed that will be held in Charleston this Saturday. The ambassadors hope to conduct a survey to see where visitors are from who attend the crab feed. After hours are going great, the next planned After Hours is at Inland Point at the end for February. Ambassadors are recruiting new members. Membership to the Ambassadors is \$40 annually. It's a great way to promote your business. The Ambassadors receive exposure in the media for 4 star award presentations, Ribbon cuttings and After Hours. It is a great way to get your name and face out into the community.

Tourism: Joanie Johnson introduced an Audubon brochure by OCVA available at the Coos Bay Visitor center showcasing bird watching in our area. A reminder to everyone to attend the Crab feed this week end in Charleston.

Economic Development: Barry Hayes reminds the board that Economic Development meets the 4th Monday of the month. The next meeting will be February 26th. North Bend Medical Center CEO will speak on the Economic changes in the medical field. The medical field is growing in leaps and bounds. Bay Area Hospital is ahead of the curve. This meeting is going to be very informative. The area is being looked at for a wave energy project. Test buoys

are being placed in our area. Because of the Geographic's of our area these investors are seriously looking at our coast line.

IBO: Katherine reported, Great things going on with IBO luncheon. February 14th Mark Dennett will give an overview of SOVA. February 21st Coos Bay Mayor Jeff McKeown will be asking for fed back from the community on what they would like to see changed in our community. Travel Oregon will be presenting the Coos Art Museum with a check. February 28th Cathy Pennington from SHAMA house will speak. Please come, great opportunity for net working and learning about our community.

CB/NB Tourism and Conventions Bureau: Mark Mattecheck reports, Ad committee meeting has purchased a new website "OregonsAdventureCoast.com". The web site will be tied with a convention package that is being designed. The committee is budgeting \$50, 000 on the two projects. Target area will be Southern Oregon, the Medford area. A Kiosk at Eagle Point will be linked to the Chamber web page. The web site will offer video advertising, which is something worth looking into for local businesses. Deena Scott is a great resource to the committee. The Chamber web page has the RFP on their website if anyone is interested. One of the sites the promotions committee is hoping to model is Lincoln City's. The city and promotions committee are working together on videos. Beaver Hill productions has a beautiful area video and will be working with the committee coordinating a streaming web page. It's time to change the current web site. Promotions would like to make the web site a full package for visitors. Request can be made to Christy Smith for funds from the promotions committee to pursue advertising on the web site. Liz Dodge with Oregon Coast Magazine offered a \$5000 advertising incentive for area business to purchase ads to be featured in the Mile by Mile guide. Fifty listings were purchased at \$195 each with a \$100 rebate.

Government Affairs: Rick Howell invites everyone to attend teleconferences, on Tuesday at 7AM at ESD. Your talking points are due by noon Friday for next Tuesday's Teleconference with our legislators at the ESD starting at 7 a.m. Great opportunity to have face to face interaction with legislators and have your questions addressed.

Membership Development: Johanna reports that she met with Ken Croes, Katherine and the Chamber staff to talk about revamping the membership committee and share ideas on membership recruitment, also monetary compensation for the staff for recruitment of new members. The chamber staff will focus on education of members. We will keep you posted as things develop.

Forestry & Fisheries: Rob reported getting lined up for the first meeting to plan for this years Lumberjack competition. Currently Ling Cod is being fished.

Leadership Coos: Pam shared that January session was Human Services. We heard from many people in the area and the services they provide. February's topic is How we are Governed. The group will be hearing from North Bend Mayor Rick Wetherell and Coos Bay Mayor Jeff McKeown, Congressman DeFazio representatives, and touring county offices, jail and emergency services.

4 Star Awards: Johanna announced that 3B's Nursery, Cardinal Services and Edward Jones Investments- North Bend, were recipients of awards.

Charleston: Mel Campbell invites everyone to attend the Charleston Crab feed, this Saturday. The Crab Feed and Seafood Festival are the two major fund raisers that take place in Charleston. Charleston is getting ready to celebrate the 14th anniversary of Marine Biology Institute. There is a 5 year plan for the Port of Charleston to improve the marina and ship yard. Board meeting is the 3rd Thursday at 6pm. Fisherman's Wharf has new owner Matt LeDoux. Charleston has many good restaurants and shops. Come shop and visit Charleston.

Coos Bay/North Bend Water Board: Rob reports our water test high in magnesium. Treatment at the plant has had some success. Working on a Plant redesign for 2009. The water board has an opening for customer service representative.

South Coast Development Council: Ron reports with the emergence of our economy we all have a fiduciary responsibility to address the housing needs that we are creating. Not only do we need to look at solving our worker housing needs, but we also need to be concerned about providing affordable housing for those who get new jobs and want to improve their economic position in our communities. As we move forward we will need to work together to look at alternative styles of housing such as row homes, smaller single-family homes, attached housing and condos. SCDC will be working with the key players in the communities to make progress with this issue. Another issue involves the future availability of aggregate products on the South Coast. Regulators are increasingly limiting the harvest of aggregate from the coastal rivers and bays. This rock is important because it meets the requirements of the State of Oregon for road building, etc. Without the availability of this product projects on the coast would have to truck or barge products into the area at a much higher cost. Given the adverse affects of higher construction costs, economic development projects could be adversely affected and could be canceled. In response SCDC has written a proposal to the aggregate industries association to fund an extensive White Paper about the effects not being able to harvest aggregate products on the South Coast. The presentation will be made on March 15.

Coos Bay Downtown Association: Chris Cole reports that the downtown association is working on beautification projects. Many open houses are planned for next month. Farmers Market will be able to accept WIC and food stamp cards with EBT machines. Association meeting is the 2nd or 3rd Monday of each month. At the next meeting they will discuss how the EBT machines work in processing WIC and Food Stamp cards.

North Bend Downtown Association: Johanna reports that next months meeting, a summary of Downtown association visionary plan for North Bend will be presented.

Southwestern Oregon Community College: Dr. Hansen reports that there is master planning in process, architects visual on the changing needs SOCC. Hale building, Culinary school and Recreation center help to fund SOCC. University Center offers furthering degrees on campus. The center is the broker for six universities. This makes it possible to stay in the area and work on higher education degrees.

Enrollment is up at SOCC. The basketball team is doing well. Invite organizations to attend the game at 7:30 tonight. SOCC will be playing Lane Community College.

Adjournment: President Jenny Bream, asked if any further business needed to be discussed:

Deryl reminds us Mikado's opening night at LTOB is Friday night.

Joanie shares that Quizno's is for sale. The Handbag store has moved to Pony Village. The Dunes Gift shop has been sold. Malone Antiques is now Lila's Boutique. Sign next to the Ped way " Broadway Plaza".

Culinary school is hosting Wine and Chocolate night this Friday.

Government relations Forestry Bill, half of the money comes to Oregon. Our schools are loosing money. Priority taking on this issue. Lobbyists support the legislation. Katherine made a request to be notified of the next Coos Bay Downtown Association meeting. Meeting was adjourned.