

Bay Area Chamber of Commerce
Board of Directors
February 6, 2008

Board members present: Ken Croes, KCBY-TV; Margery Whitmer, Betty Kay Charters; Jim Hough, Hough, MacAdam & Wartnik; Brandy Thompson, Cardinal Services; Sherry Yarbrough, Umpqua Bank; Joanie Johnson, Sincerely Yours! Antiques; Karl Bender, 3 B's Nursery; Matt LeDoux, Fishermen's Wharf; Mark Mattechek, North Bend Lanes; Gary Rifkin, Fiddlesticks Gifts; Lila Sweet, Lila's Boutique; Sam Roth, Century 21 Realty.

Others present: Timm Slater, Bay Area Chamber of Commerce; Pam Cottrell, Bay Area Chamber of Commerce; Patti Denton, Prudential Seaboard/ Ambassadors; Judith Hansen, Southwestern Oregon Community College; Chuck Freeman, City of Coos Bay, Jan Willis, City of North Bend; Ron Opitz, South Coast Business Development Council.

President Ken Croes call the meeting to order. Introductions were made around the table. Minutes were seconded and approved.

Presidents Report- Ken reports over the week end he patronized a local business at Pony Village Mall. "To my surprise the owner of a well known business, was very critical of our local businesses, other local leaders and our area in general. I pointed out some recent improvements, including new businesses. He said that out of principle he didn't go downtown. He said rather than upgrade our town with paint, flowers, new facades, and renovations to preserve our character; we should bulldoze the downtown area and start over. I decided that maybe I should change the subject. I talked about the new Home Depot development, beautiful big store, and lots of new stores, walkways and park like shopping complex. Out of principle, he wasn't going to count on any Home Depot coming here. He knew the CEOs of Lowes and Home Depot personally, and if they actual saw our area in person they would cancel the plans to relocate. I pointed out that with his attitude of all the improvements that need to be made they might get off the train and see a market. I invited him to become more involve with the Chamber, so he could express his concerns and work with others to improve our community. He said he didn't go to the Chamber IBO's, because they are held at The Mill Casino, and out of principle he had never been there. I asked what principle was that. He said that if the government is going to give away our land that they should give it to "red blooded Americans". I reminded him that there are not any Americans more "red blooded" than the Native American. Well, he went off about the Russians had been here first, or something like that. He sighted several more reason why, out of principle he couldn't attend council meetings, chamber events, ribbon cuttings, business after hours. So after listening to him, I came to the following conclusion. There are people who stand on principle and people who lean on principal. The people, who lean on principle, do so, because they don't have to actually participate that way. Well, I am grateful to be among you folks. People that not only stand on principle, you walk, talk and brake out in a dead runs on principle. As I said in my Chamber Newsletter, I will try to keep up."

Executive Directors Report-

- A. Chamber Banquet January 26th. 98% of my feed back said that people had a goodtime. People had a wonderful evening. Rolled along well. There are fine tuning things that need to be done with it. Which we will do. We had about 175 people there. Our focus is not a money making event. It is something we hope to break even on and have a nice and pleasant evening. We will come out a little less than break even. There are some very simple things to adjust on that. One of them being our guaranteed minimum, which we estimated 25 people over our average attendance. We will adjust the meal. It was a great meal, but there was a \$8 difference. When you multiply that with the number of people we had, there is the amount we came up short.
- B. Executive assistant search closed the 4th. I had eighteen applications, went through and selected six to interview, one got a job already. So I have five. Brandy and I will begin interviews on Friday. With the Directory, this is the next major project on line, which we hope to resolve shortly.
- C. Directors- Since Jim and Joanie are now officers, they are not directors. We have two director spots. So do some thinking on that, because we can bring two people into this group that can be actively involved with the Chamber. So if you have ideas, get a hold of Ken or me and we will roll those names forward for the group.
- D. Your Help- I will be sending you an e-mail. We have a lot of expertise on the Board and you have a good back ground on what goes on in the Chamber and community. We are going to use that knowledge in three different ways. One is the awards criteria. It is almost urban legend how we select recipients of these awards. We understand what we are looking for, but we are not specific. I am going to send you a list of the awards, and ask you to write down what you think should be the criteria for that award. The Executive Board will draw together that material into a basic selection guide. Hopefully this will help the selection be clearer than it has been in the past. Secondly, Chamber Value, There is some aspect of this Chamber that is important to you. One of our goals is to make a list of the values and advantages of being a Chamber member. Make a list of what you find important in being a Chamber member. We will compile that material and put it in a form you can use. Thirdly, potential members. The new directory will be out in about a month. In the directory, will be the most up to date listing of members and also on our web site. As you come across someone who you think ought to be a member and is not on the list, just write them down. We will have a membership drive, which will involve all of you later this year. Rather than go through a cold call list of businesses you may not know, what we want is a list of businesses that you know well, that ought to be Chamber members.
- E. Political Process- Unless another candidate files, we will only have 2 County Commissioner candidates. We will probably set up an IBO in April to have the two candidates debate.
- F. The Profile- You learn as you go. The Profile is with Tony and being assembled. We anticipated getting it published in March. This is better than in May like last year. Our goal is to have the Profile completed next year in time to hand out at the Awards banquet and start the New Year.

Treasure's Report- Jim reports that the financial statement is compiled by Clare Gove. The current assets are about \$144000.00; there are some fixed assets that are mostly depreciated so the total assets are \$148000.00. The Liabilities are about \$46000.00. The net balance, equity is about \$102000.00. The amount of cash we have is about \$145000.00. Other current assets are Federal Tax estimates and Room Tax receivable. What happened between 2006-2007, total revenue at about \$148000.00, but our expenses exceeded that, so by the time we were done with the year, there was a deficit \$25000.00 for the year. Most of our revenue comes from the renewal and new member fees. \$118000.00 is the revenue from those fees. What do we project for 2008? According to 2007 budget we were right on line. Sherry explained that last year's expenses were up due to staff changes at the Chamber. Membership was up from past years.

Ambassadors- Patti reports Ambassadors are raising money for their convention. We have had many contributors, Umpqua Bank, Sterling Savings Bank, Promotions committee and many others. We made our first quarter payment to The Mill Casino, which was \$3700. That is a lot of 50/50 tickets at the Business after Hours that we have sold. Speakers lined up are Rick Dancer, Mike Gordon and John Whitty. We did it all local. Samantha Rogers will sing the National Anthem. The Lab Band will perform, as well as The Dolphin Players. We have everything going well. If it wasn't for cash we would be ok. Our wonderful Emcee will be Ken Croes. The convention is October 2-5.

Tourism- Margery reports that the committee is trying to encourage and promote the Olympic Track & Field Trials in Eugene. They will be the speakers at IBO this afternoon. A Sub Committee is working on Tall Ships. The Tall Ships will be in Port May 1-7th.

Jan reports that the County Fair Committee is asking for involvement. A meeting is coming up asking for the City and Chamber to participate. We don't have a date as yet.

Margery reports that along with showcasing our community, Katherine Hoppe is in Eugene and will be in Roseburg. Mark added that Katherine will be at a convention every week-end this month, representing the community. The Visitor and Convention Bureau is spending about \$1500 per show. The Visitor Guides are finished. There was about 130 hours spent in putting this brochure together. This is the first run. It is not perfect. If you see corrections please contact me or Katherine. This was a committee of about 15-16 people, we finally agreed that all lodging in the area should be included. The committee just tried to pick what was important to the area. We have a page on Pre. He is the number 1 internet site that people look up when they look up Coos Bay. Our marketing department designed it. It is a pretty complete guide. Along with the brochure is the internet website. They match up. The Chamber worked closely with us to make this a complete guide. We will be working on distributing the guide. The eating portion of the brochure is Chamber members only. Online it will be a little more actively updated. I am sure that, when people look at this, there will be some vacation rentals or something we may have missed. We tried to contact people letting them know that a brochure is being made, if they are interested in being in the guide, they need to become a Chamber member. In our \$200,000.00 advertising budget we place ads in places like Madden preprint that is printed in USA Today. People fill out a form and mail it to us, requesting information on our area. We send them the brochure. We had 1600 request just from that advertisement.

Timm added that last year the Visitor Center answered over 23000 request s. The majority are request for area information with some being relocation requests.

Mark adds that the brochures will be handed out at the Visitor Centers. Our next meeting will be working on the convention packet. We will become a more convention type area with the expansion on the Mill Casino.

Forestry & Fisheries- Timm reminds everyone that this committee meets the 3rd Friday, 7AM at the Red Lion.

Leadership Coos- Pam reports that January's Leadership Coos focus was Health and Human Services. The meeting room at Hospice was used. Speakers were heard representing services available in our area. February's topic will be How we are Governed. The group will tour Shutters Creek Correctional Facility. Representatives from both cities will speak. We will hear from the County Commissioners and representative from Congressman DeFazio's office. March will focus on Education; tour the Marshfield High School, Southwestern Oregon Community College where speakers will share educational programs. She invited the Board to encourage people that may be interested in participating in this valuable program next year, to contact her at the Chamber to be added to the waiting list for next year.

IBO-Timm reports that, In February SCINT will speak on the Drug Free Work Place proposal. We are scheduled through the end of March. There are openings in April and May. September 10th The President from Umpqua Bank will speak. September 17th Ron Opitz will speak on SCDC projects. If there are subjects, issues, items or people you would like to hear, please contact Dick Leshley, Sam Roth or myself. Most interesting thing we have with this, from an odd point of rule, is RSVP's. We are trying to develop a rule of thumb for RSVP's. For example when we had Joanne Verger open our year in January, there were 105 people there, we had 15 RSVP's. A little while later we had another speaker, we had 4 RSVP's and we had 35 people attend. So, now are trying to put a little windage on it, so if we have 10 RSVP's we will have over 80 plus. Lucinda works very well with us on this. Today Deanna Scott will speak for the Mill Casino, talking about the Olympic Trails and the set up that will be there. The Mill has a budget for this project of over \$100,000. They have garnered a very well positioned information site right next to the venue. They will need about a hundred volunteers over the run of this event, to work the booth and promote our area. There is a lot of opportunity for people to get involved and send people our way.

Transportation- Sam reports that Martin asked him to Chair the Transportation meeting, January 10th. Expecting 4-5 people to attend, there were 35 in attendance. The issue is that the Isthmus Slough Bridge going into Eastside, the existing bridge has seen its life span, it needs to be replaced. The project would be to change the whole intersection with Hwy 101 and build new bridges tall enough for ship and rail traffic. The problem is the cost at \$125-\$150 million dollars. The counter problem is that the existing bridges will need to be dealt with. That is \$80 - \$100 million dollars. Either direction is a problem. The issue is, to get whatever solution done, will take federal financing. It has been suggested to try to get a number of groups together, such as the Chamber and many others to support the idea of some kind bond issue or tax issue, of matching funds. The Federal government is much more prone to giving money if you have a portion to put up. This is a real catch 22. That bridge is not going to last forever, if something is not done, the bridge will be closed, which will send traffic to the old Al Pierce Mill site or around the Bay. The issue of a gas tax was brought up. The general feeling of the group is there is no tax that will be passed. I would say that the Chamber, for one, needs to get behind the funding concept that the Transportation committee comes up with. It is going to take a tremendous

amount of community support. Something is going to have to be done. It is a critical area. The bridge gets a lot of use. Next meeting is the 1st Thursday of March.

Economic Development- Timm reports that it is starting to gel. There were a good dozen people at the meeting. They have several different directions that they are working on. A lot of interaction, person to person is going on. I think you are going to see some good focused projects developing, good results and a lot of people excited. Barry and Chris have been at every meeting. I really can't convey their enthusiasm that came out of the meeting. It was very positive. I think the committee is running down the right road. The next meeting will be the last Monday of this month.

4 Star Awards- Ken announced that we do not have a Champion for this committee. Joanie Johnson and Sherry Yarbrough volunteered to champion this committee. Joanie said that Customer service is very important to her. Joanie took the opportunity to announce that the Q training will be available on line for free, beginning January 2009.

Government Affairs- Timm reports that our second session was January 30th we had both Mayor McKeown and Mayor Wetherall speak. The format is running along well. If you remember, we meet quarterly; we have had the County and the Cities. The next one will be the end of April, with State government. The interesting thing is, most communities can not say this, that our access to our elected officials has been excellent. We get them regularly. Arnie Roblan is scheduled to speak March 12th. He wanted to speak after the session, to talk about it. Since we have that pretty well covered, I sent a note to the Department of State Lands. April 30th Director Solliday will be speaking.

As we look ahead, IBO goes on hiatus during the summer. That is when our fourth quarter would come. So realistically I am going to hit the 4th or 11th of June for Government affairs with a Federal focus. We will start in October again with the County.

As Judith mentioned, there is a group that Bill Lansing is helping to put together, the South Coast Resource Alliance. Bill Lansing put together a group of community based people, to both educate and to have the opportunity to interact with Secretary of State Candidates. I was included in that, on January 28th and 29th, from 4pm-6pm. Rick Metzger, who spoke at IBO last November on Transportation; he was here on the 28th. Vickie Walker was here on the 29th. She stayed over and spoke briefly at IBO. They were interesting sessions. We saw who had prepared and done their homework. There was quite a difference in their presentations. The focus and input from the both of them was, they realized the value of our area and the issues that we have in front of us. They talked about Elliot State Forest and its use which creates money for the Common School Fund. It's being used at half or less of its capacity. It has always been conservatively managed. They seemed to understand that. They spoke a little on the DSL issue. It was a very good session. I look for more of those opportunities to come up, especially with the caliber of people that we have in our area that can draw candidates in. The last item on Government Affairs, and this is sort of the cross fertilization, Roseburg area has there quarterly Government Affairs breakfast February 21st at 7:45 AM at the Roseburg Country Club. The focus will be on transportation and the Railroad issues. So if anyone would like to sign up for that, let me know.

City of Coos Bay- Chuck reports that last night the Council selected Gene Melton to fill the vacancy. Jon Eck was elected to Council President. We also approved an Engineer record. We will try to recruit an engineer to the area. The first thing they are looking at is the downtown traffic flow. 911 PSAP phase one merger was awarded last night to CTO operations out of Maryland that operates in California. The county voted to pay the city \$36000 for a portion of that project. I believe the contract starts March 31st. That will start the process of identifying all

the start up cost, operational cost, infrastructure, government prior to the actual merge of the 911 centers. The Police Chief search, we are collecting resumes. Our attorneys are working with DSL to appraise the property. The Fire Station Site study came in. we have been given approval to begin deliberations on the Presbyterian Church. The Downtown Association, held a work shop with our Crime Prevention Officer on Pan Handling. It was lightly attended, so it was suggested to use a town hall meeting to give that presentation, on educating the public and what they should do, again. The bottom line is if we don't give them money, the panhandlers won't be there.

City of North Bend- Jan reports that the city is looking at a chain of title on our Waterfront. We are coming up with a discrepancy in terms of deeds dating back to the 1800's. It will take sometime to sort through the information. What we hope to do is tell DSL they have no ownership. Apply for a Public Facility License or have property appraised to establish value of claims to negotiate lease amount. State doesn't pay property tax. The City hopes to meet with the State to explain our position. We need legislator backing.

The repair on the Library roof is coming along. It is being funded with a combination of money, city, grant and some private donations.

A new generator was delivered to the Fire Department. The generator will serve the Fire Department and City Hall. The old generator has been moved to the Community Center to be used in case of emergency.

Conceptual drawings, done in house, were brought to the City Council for improvements on Hwy 101, traffic calming improvements and to make downtown pedestrian friendly. We hope to partner with ODOT for sidewalks. We are looking for grant money, with a match from Urban renewal money for the overlay project.

Phase II on the Swimming Pool, with a work out center and physical therapy site, has a Ford Foundation \$150,000 challenge grant. For Phase I, we are receiving a bid on the 20th.

The Ford Leadership group are looking at community involvement to clean up Oak Street Park. They will be applying for a grant to add a gazebo, tables, BBQ grills and landscaping. There are plans to partner with Kiwana and/or Lions Clubs for new playground equipment.

North Bend Hotel project is coming along. This will be a 12 – 24 month project. Virginia Street sidewalks are closed. Demolition will start on the inside. The outside renovations, probably over the next 12 months.

Charleston- Matt reports that the Charleston Annual Crab Feed will be Saturday February 9th, 11am-4pm at the Old Charleston School. The proceeds will go to the Charleston Merchant association.

South Coast Development Council- Ron reports The Ford Foundation presents is being felt in our community. Three years ago, when I first wrote the grant to Ford Family Foundation matching grant, we got that grant and did a few little things like paint the fire hydrants and other projects. The grants that we get are a product of our participation in the development of leadership in our community.

Coos Bay Downtown Association – Joanie reports that the retreat was canceled last Sunday due to snow. A membership drive is coming up. One of the things that officer Sparks will be speaking on is identity theft and will touch again on panhandling. After the membership drive, we hope to have enough money to put signs in businesses to educate people not to give panhandlers money or donations. Please give them one of these cards that will give them information on free transit that will take them to a location where they can get food and a warm bed.

Meeting Adjourned