

**Bay Area Chamber of Commerce
Board of Directors
January 3, 2007 at 7:00 a.m.
Red Lion in Coos Bay**

Board members present: Joanie Johnson, Sincerely Yours! Antique Mall; Renee Middleton, US Bank; Johanna Dillard, Coastal Paper & Supply; Brandy Thompson, Cardinal Services Inc; Mel Campbell, Campbell Vacation Apts; Bonnie Barron, Bay Area Hospital; Sam Roth, Century 21 Best Realty; Chris Christoffer, Sterling Bank; Ken Croes, KCBY TV; Cal Grimmer, NW Natural; Sherry Yarbrough, Umpqua Bank; Jenny Bream, Brian Bream Screw Machine; Barry Hayes, Pony Village Mall
Community at Large: Rob Schab, Coos Bay/ North Bend Water board; Theresa Haga, CCD Business Development, Corp
Ex-Officio Representatives: Joyce Jansen, City of Coos Bay; Jan Willis, City of North Bend
Others present: Deryl Beebe, Ambassadors; Katherine Hoppe, Executive Director; Pam Cottrell, Bay Area Chamber of Commerce.

President Jenny Bream called the meeting to order. Jenny welcomed everyone and thanked them for coming. She is looking forward to her upcoming year as president of the board. Jenny would like the board to know that she is open for concerns, ideas, help and any advice during the upcoming year. New Board member Cal Grimmer was introduced, as well as Mel Campbell and Ex-officio representative Joyce Jansen. Each member introduced themselves and their business.

The minutes of the November meeting were unanimously approved as mailed.

President's Report: Looking forward to a fabulous year ahead. So much is going on in the community. Want to be sure to continue with Shirley's positivity. This year's focus is on Excellence.

Executive Directors Report: A strong focus will be on membership. Katherine and her chamber staff will be meeting with Johanna Dillard and Ken Croes to share new ideas in obtaining new memberships and caring for current members. Sarah Baker, Katherine's assistant at the chamber has done a fantastic job of reaching the December goal for new membership that Katherine set. There are plans to give the website an updated new look. A focus will be put on tourism along with the strong presence of business that is currently on the website. Two new website names have been purchased. "WeLoveltHere.org", which will be up and running soon and "VisitTheOregonCoast.org", which is up and running and being shared with the promotions committee. These two website names were purchased in the hopes of a more user friendly and memorable means of connecting with information about the bay area. Trish Benetti has stepped down from her position on the Promotions committee after 10 years of dedicated service. Deana Scott will be the new chamber representative on the committee.

Would like to take this opportunity to thank Trish and welcome Deana. The Economic Outlook Forum went very well, this year. Over \$6000 in revenue was made on this event. The chamber has received a lot of positive comments and feed back. The Mill was wonderful. We thank them for help making this event very special. Katherine is accepting ideas and suggestions for 2008 forum. Banquet Award committee will be January 10th at noon, to continue plans for this years banquet. Oregon Film Association is something that the bay area needs to be involved with. Oregon Film Association is where film companies go when looking for movie locations. An idea would be for the promotion committee, tourism committee and the chamber to collect information of our area, to be shared with the Film association. There are many benefits of a motion picture using our area locations. Not only the income to the bay area while the film crews are visiting, but the overall impact of visitors to the area, should the film make it to the box office.

Treasurer's Report: Sherry Yarbrough explained how income is generated for the Chamber this time of year through membership dues and advertisements sold in the community profile. The chamber will operate on these funds throughout the coming year. The budget is in good shape.

Ambassadors: Deryl Beebe enjoys visiting new businesses and encourages them to become chamber members. Advantages of being a chamber member are visibility for your business; Ribbon cuttings and Business after Hours. New Chamber members can contact the Ambassadors to schedule time for Ribbon cutting. Deryl shared the new brochure she developed for businesses to have a "Successful Ribbon Cutting". The brochure was well received. Ideas were shared to put the brochure in an article format to be shared with members. To have the brochure available at Public works departments, assessable to business applying for licenses. It also provides media contacts for successful events. The Ambassadors are working on 2008 convention that will be the first weekend of October. Deryl asked the board's participation for ideas and donations to make this a successful convention. A request for a donation form from Coos Bay/ North Bend Tourism and convention bureau, was made by Deryl. Some ideas for the convention are; See the Arts: showcasing the Egyptian Theatre; our beautiful beaches and just overall showcasing the area and what it has to offer.

Tourism: The tourism committee did not meet in December, but Jenny reported that tourism in the bay area is alive and well.

Economic Development: Barry reports that there was not a meeting held in December. Pony Village has new owners Paul and Kathleen Rudder. The Rudders will be living in the area and are excited to support this community and put a focus and the mall. They see some real growth opportunities and need for retail in the area. The medical community has done an incredible job of building a strong medical resource in this area. People come from out of the area for their medical needs. While they are here they stay in our motels, and shop our retail stores. Kathleen Rudder has a degree in design. They have a lot of ideas for a new look for Pony Village to step out of the 60's and 70's and step into the future. Positivity and excitement will attract new businesses to the area. The

mall is currently experiencing 5-6 calls per day asking about leasing and investment in property.

IBO: Katherine announced that the next business forum will be January 10th, at The Mill. Greg Stevens is going to present "Positivity report". If your business has experienced a positive growth or change, Katherine encouraged the businesses to contact Greg with their information to be included in his report. Some of the upcoming forums will be, South Coast Hospice, Southern Oregon Business and Coos Bay's New Mayor Jeff Mc Keown. Katherine also reported that there was a request to allow opponents of LNG to speak at an IBO, possibly in March. The executive board decided that in the interest of fairness, they should be allowed to pursue that.

Coos Bay/ North Bend Tourism and Convention Bureau: Mark Mattecheck reported that the bureau has been working with Oregon Coast Magazine's Mile-by-Mile Guide. This is a great resource for people visiting the area. In the past the bay area has not been well represented. The bureau donated \$ 5000 to this project. Local businesses were given a \$100 scholarship from the committee to help with the costs of their ads. Fifty local businesses are now going to be featured in this guide. This is a great success in getting our area in the guide. Letting travelers know what there is to do and see while they are traveling the coast. Another successful project, \$1500 was spent in sponsoring a 3 day event for each local high school. Marshfield held a basketball tournament and North Bend a wrestling tournament. These events are planned to bring people to the area during the off-season. An idea was shared to plan an event each week end during the off season as targeted marketing brings money to the area. The promotions committee just signed a bill for a kiosk, like the one outside the Visitor center, to be located at Eagle Point. This Kiosk will link to the Bay Area webpage. It's been found that this area gets most visitors from Medford and Grants Pass area and less of a draw from Portland and Eugene. The Kiosk will have a promotion page and Chamber page tied together to draw visitors to the area and share information about our area. It will be possible to put a video on the web to showcase your business. Online video has many advantages over brochures. Your business on line can be updated as you need it to be, whereas a printed brochure has cost for printing each time a change takes place in your business. Another goal that is about to be reached by the bureau, it has been two years in the making, a Convention Package with a DVD of the area. This package will be used to promote conventions to be held in the bay area. They are working on material to promote the Egyptian theatre. Oregon Coast magazine will do a feature article of the area. Advertising meeting will be today at 10:30 am. Deana Scott will be a good addition to the committee and to get things going.

Forestry & Fisheries- Rob reported working with Douglas Timber Operators in planning the 7th annual Lumber Jack Competition. This event is held the 3rd Saturday in June. The competition has proven to be a real success to this area. The first planning meeting is in February.

Membership Development- Johanna announced that a meeting is planned for next week. Johanna will be retiring after many years of serving as chairman.

Recruiting will start for a new chairperson. At the upcoming meeting, they will be brainstorming to create new membership for the chamber.

Leadership Coos- Pam shared that this month session will be January 9th. The topic is "Health and Human Services". Many speakers have been lined up to share information on services available in the bay area. An initiation was made to encourage board members to recommend participants for next year session. The waiting list has 23 names on it now. The program has room for 30 participants each year. So sign up now.

Banquet Committee- Katherine shared that the committee will be meeting next week. The Banquet is scheduled for January 27th. Invitations are in the mail. This year a casino theme is planned "Lucky 07". Greg Stevens and Tim Salisbury will be the emcees for this event.

Transportation- Meeting first Thursday of February. 11:30 at the Port board conference room. Bring your own lunch.

4 Star Award – The recipients of the 4 star awards will be announced at the Awards banquet. If you have someone you would like to receive this award for outstanding customer service please contact Johanna or Katherine.

City of North Bend- Jan reports that the January agenda is prepared. Home Depot is coming. North Bend storm water ordinance will be going into effect. Water board will bill for the fee. This fee will help with cost in sweeping, cleaning catch basins, maintaining lines. The water front project is doing well. ODOT planning streetscape of North Bend.

City of Coos Bay – Joyce announced that Coos Bay welcomes their new mayor Jeff McKeown. Coos Bay will be taking a new direction. Michelle Burnett will fill the last two years on the council that Jeff vacated. Last year the city fixed seven lines and sinkholes. Plans for 2007 are a façade improvement program to help downtown businesses fix up buildings. New crosswalk with lights to alert drivers of pedestrians want to cross at Newmark and Schoneman in Empire, BNT opened a retail store called Tru North. They have done a beautiful job of remodeling the building on the corner of 101 and Curtis. Rife furniture will be moving into the Rite Aid building on 2nd and Anderson. They plan to be open for business in February 2007.

Charleston: Martin Callery reports that Charleston had a good Christmas season. More signage is planned to promote Ocean/Beaches. Charleston welcomes a new business "Wild and Wonderful". Looking forward to Annual Crab Feed held the 2nd Saturday in February. Charleston master planning project is processing public opinion on Port investment. Hope to finish by the end of June. Port of Coos Bay activities in 2006 are 2 grants for federal funds for bridge rehabilitation. Trade and Transportation Oregon gateway project is the top priority in the region. Also working on a Rail Road rehabilitation. Florence tunnel estimated cost to rehabilitate \$1.2 million. Canary Tunnel had logging loosen soil from above the tunnel, which caused water to absorb. Rail Road help company trucks from South Port to railhead. Rail American, a holding company for Port, purchased railroad from Rail American. Class one Railroads making it hard for small Railroads to make it, although, they rely on each other. This is a

very competitive business. Hoping for answer from Oregon or Federal task force, request additional funds.

Coos Bay/North Bend Water Board- Rob reports that storm sewer infrastructure is in need of replacement and rehabilitation. The pump station was 50 years old. The Water Board had 2 pumps running 24 hours a day to keep up with demand. Investment was made in new pump station.

Southwestern Oregon Community College- No one present to make a report. Katherine let the board know of the Men's basketball game tonight at 6pm. The Lakers will be playing College of the Redwoods.

CCD Business Development Corporation- Theresa reports that CCD has 28 pending projects on the books. Harley Davidson has new owners. The new dental office on 3rd street will be open in February. BNT grand opening is January 18th. Sapphires Mongolian grill is open. Just a reminder that this is a slow time for local businesses, please be sure to support our local businesses. CCD has had a good couple of years.

Adjournment- President Jenny Bream, asked if any further business needed to be discussed. Let's be sure to continue on Shirley's "Positivity". Tickets are available for this year's Award Banquet. Look forward to seeing everyone at the banquet. Meeting was adjourned.