

The Bay Area Chamber of Commerce Retreat for 2005
The Mill-Casino-Hotel Sawblade Room
October 6, 2004

Board & Committee Members Present: Eileen Ophus, CCD Business Development Corporation; Johanna Dillard, Coastal Paper & Supply; Jennifer Bream, Brian Bream Screw Machines; Marty Giles, Wavecrest Discoveries; Tom Scheideman, Weyerhaeuser Paper Company; Raye Gieseke, Pony Village Mall; Timm Slater, Weyerhaeuser Timberlands; Martin Callery, Oregon International Port of Coos Bay; Rob Schab, Coos Bay/North Bend Water Board; Bonnie Barron, Bay Area Hospital; Jan Willis, City of North Bend; Beth Gipson, Farmers, Gipson Insurance Agencies; Rick Howell, South Coast Education Service District; Brandy Thompson, Cardinal Employment Services Inc.; Sherry Yarbrough, Umpqua Bank; Barb Gunnell, Community Financial Services; Renee Middleton, US Bank; Deryl Beebe, retired; Ron Opitz, South Coast Development Council; Dick Leshley, Yellow Cab; Shirley Liberante, Bay Area Chamber of Commerce.

President Elect Dick Leshley opened the meeting at 7:30 a.m. sharp. Following introductions of the newly elected members, Bonnie Barron, Johanna Dillard, Joy McCarthy, Renee Middleton, Eileen Ophus, Greg Stevens and Brandy Thompson and other board and committee members present, President Leshley turned the meeting over to Shirley Liberante for the 2004 review of accomplishments and Executive Directors report. Shirley gave a three year overview that included the review of total assets from 2000 till 2003 with an increase of 274%. Programs that were either not active or nonexistent in 2000 that are a regular part of operations now are: Website Banner Ads, Info-Station kiosk, locally printed and published Business Directory, Weekly IBO luncheon forums, Website with 400,000 hits per month and over 10,000 visitors plus a revived Business after Hours. Shirley then read the Goals for the upcoming year that included maintaining the new programs, find members who would like to take them over as a Committee function and then move forward with new added programs.

Ambassadors Chair Deryl Beebe reported that the Ambassadors continue to be very active with several ribbon cutting events and Business after Hours. Deryl has been instrumental in coordinating the various events; she was thanked by the Board. Ambassadors are selling Chamber Sweatshirts at the Oregon Connection as a fund raiser for the group. Deryl would like to see the Bay Area host an Ambassadors conference in the future. The Board agreed that it would be a good idea to look into.

Martin Callery, Economic Development Co-Chair, spoke for the Economic Development Committee. The Accomplishments of the Economic Development Committee included attracting nearly 250 attendees to the Economic Outlook Forum and bringing in speakers that are significant to the Economic Development of the Bay Area. Plans for next year include finding new leadership for the Committee. It has been suggested that perhaps various members could be assigned months in which to be in charge of the program and guest chair the Committee. Both Martin and Jon Richards have been co-chairs for longer than they can remember. The list of speakers for the next few meetings include topic on Real Estate and Construction updates.

Rob Schab spoke for the Forestry and Fisheries Committee. Rob is Co-Chair of the Committee and very active participant in the planning and implementation of the Bay Area Lumberjack Competition. Rob reported that the last two years the bleachers have been full. They have placed the continuation of the Lumberjack Competition as their top goal. Also to continue our alliance with Douglas Timber Operators and to keep a close watch on ground fish issues and to give input as a means to keep both Sport and Commercial Fishing as intact and profitable as possible. Marty Giles, Co-Chair of Tourism, suggested that the Chamber get more involved with the Lumberjack Competition and suggested that the two committees work more closely together. Timm Slater agreed that we should all be getting behind this event. Rob asked that the Chamber write a letter to ODFW regarding the impacts of the closures on fishing when not announced prior.

Rick Howell, Co-Chair of the Governmental Affairs Committee, presented the goals for the committee. The Committee has changed the meeting dates to the 3rd Tuesday of each month. Rick said that the goals remain much the same. The Committee is asking that the local governmental agencies send their minutes to the Committee and to be sure and ask for attendance at meetings they deem important for the Committee attendance. The Committee is going to make a more concerted effort to get the attendance of our Cities, County, Port and SCDC and state managers at the meetings. The legislative sessions will be beginning soon and so will the weekly teleconference with our representative in Salem. The Governmental Affairs Committee can be the HUB in which legislative and governmental concerns can be broached. Several instances were reported regarding the issues that were brought up by this group at our teleconferences and new bills that were established.

Raye Gieseke, Co-Chair of the IBO Luncheon Forums. Raye has added a couple of new people to her committee to assist with both finding speakers and running the meetings to allow the Executive Director the opportunity to promote and create new Chamber programs. Raye is looking forward to expanding and formalizing the new committee. The IBO is charged with presenting new or expanding businesses, impacts on businesses expertise in marketing, HR etc and relays contributions made by businesses in the community. It is not a forum for non-profit agencies, we direct them to service clubs in the community that seeking their information.

Following a short break, Beth Gipson, this year's chair of Leadership Coos gave a brief report regarding the success of the committee. They want to assure that this highly successful program continues to be self supporting. The entire Board and Beth gave Kudos to Connie Davis, Leadership Coos Coordinator for the Chamber, for all the organization and work she does to keep the program fresh and well attended.

Marty Giles, co-chair of the Tourism Committee noted that the top goal of the Tourism Committee for 2005 is to promote and participate in the Tall Ship concept especially a festival and Branding efforts. North Bend City Administrator Jan Willis suggested that this committee keep in contact with the Historical Museum. They are actively pursuing a presentation in February of '05 that will include development of all the waterfronts in the Bay Area. The Committee title is "Back to the Water's Edge". Marty discussed the Q –Program, of which she is a trainer, and how it has taken the place of the Quality Service Initiative in an effort to train front-line staff in the area of hospitality and great customer service.

Martin Callery, co-chair of the Transportation Committee gave an overview of the goals and accomplishments that this committee has made over the years. This group is the number one Transportation committee for the South Coast. When asked about the Bunker Hill exchange and the need to improve the overall appearance of Bunker Hill, Martin explained that they are working on it and that the EIS is going to take 2 years. Dick asked how the Chamber can get involved. Attendance at the Transportation meetings would be helpful. For more information please read the Annual Business Plan that the Chamber will be printing very soon.

Shirley Liberante read the Membership Development Goals for 2005. Johanna Dillard, Chair, plans to develop marketing and promotion plan to communicate the value added chamber services to our members. She is also seeking more members for the committee that will be tasked to infuse POSITIVITY into Chamber Members. The goals look at focusing on retention and cultivating new members plus new board members.

Beve Saukko was not in attendance for the Banquet Committee but she has already begun the process to make this a most memorable 25th Anniversary Banquet. Members of the Committee are: Johanna Dillard, Barb Gunnell, Marcy Stevens, Eileen Ophus and Patricia Borchert.

Dick Leshley and Raye Gieseke discussed Opportunity Knocks and wondered what the Chamber involvement is at this time. Opportunity Knocks, although started by the chamber, is not a

Chamber program at this time. It was suggested that to get more people into Opportunity Knocks we should reach out to this Board and the people in business.

Dick Leshley asked the Board for direction regarding asking the Downtown Associations to be at-large Board Members. The Board agreed with consensus.

Dick also suggested that the Chamber members form a committee for the local Festivals. He wanted to make it clear that he did not want this committee to interfere with other Chamber works.

2005 Goals set by the Board

- 1. Develop the image and branding for Oregon's Bay Area, that depicts Tall Ships and Tall Ship building as our proud history AND develop Tall Ship Festivities when Tall Ships are in the Coos Bay harbor.**
- 2. Work with our Economic Development partners to increase their success AND reach out to other committees to make their needs known to our representatives in Salem through the Governmental Affairs Committee.**
- 2. Further develop the image of the Bay Area Chamber of Commerce through printed materials and chamber member testimonials.**
- 3. Quarterly meetings with Committee Chairs and the President that are regularly scheduled. Promote and increase individuals on Committees by: making the list of Committees available at IBO, Business after Hours, and toot our own horn.**

The meeting concluded at 1:45 a.m. President-Elect Leshley said that he is looking forward to 2005 and working with this Board.