

**Bay Area chamber of Commerce  
Board of Directors  
2007 Retreat & Goal Planning  
The Mill Casino  
7am**

Members present: Chris Christoffer, Sterling Bank; Brandy Thompson, Cardinal Services; Lucinda DiNovo, The Mill Casino; Joanie Johnson, Sincerely Yours Antiques; Martin Callery, Port of Coos Bay; Jim Hough, Hough, MacAdam & Wartnik; Dick Leshley, Yellow Cab; Sam Roth, Century 21 Best Realty, Inc; Ken Croes, KCBY-TV; Deryl Beebe; Joy McCarthy, CCAT; Berry Hayes, Pony Village Mall; Tom Scheideman, Weyerhaeuser Co.; Jenny Bream, Brian Bream Screw Machines; Sherry Yarbough, Umpqua Bank; Timm Slater, Natural Resource Consultant; Cal Grimmer, NW Natural; Mark Mattecheck, North Bend Lanes

Others Present: Shirley Liberante, Director Bay Area Chamber of Commerce; Katherine Hoppe, Director Bay Area Chamber of Commerce; Sarah Baker, Administrative Assistant Bay Area Chamber of Commerce; Pam Cottrell, Office Manager Bay Area Chamber of Commerce.

President elect Jenny Bream thanked everyone for coming and opened the meeting. Introduction of new board members Jim Hough, Sam Roth, Cal Grimmer were made. Introductions were made around the table.

**President** Chris Christoffer congratulated Shirley on a job well done. Review of the past year 2006 and a job well done.

**Executive Director** Shirley Liberante introduced Katherine Hoppe. Katherine will be replacing Shirley as the Executive Director of the Bay Area Chamber of Commerce, beginning November 1, 2006. Shirley thanked all past presidents; Greg Stevens, Timm Slater, Joanna Dillard, John Pundt, Dick Leshley and Chris Christoffer. It's time for change and new ideas to achieve. Ambassadors are a great group with their on going promotion and support of local businesses and the chamber members. Economic Development Barry Hayes and Adam Zimmerman; Douglas Timber operators Chair and Liaison Timm Slater and Rob Schab. Government Affairs, Rick Howell and Dick Leshley; Leadership Coos Coordinator, Pam Cottrell; Tourism Committee Marty Giles; Transportation Martin Callery; Membership Development Johanna Dillard; Annual Banquet Barb Gunnell; Thank you Tom Scheideman for all your hard work on the committee for Economic Development. New Board officers are; President Jenny Bream; President elect Ken Croes; Vice Presidents Brandy Thompson and Barry Hayes; Secretary Lucinda DiNovo; Treasurer Sherry Yarbrough.

**Committee reports, goals and presentations:**

**Ambassadors** – Joy McCarthy shared the video of the skit performed by ambassadors at the 2006 state convention. The ambassadors made a bid for the 2008 state convention to be held in the Bay Area. They won the bid and plan for best and highest attendance. Goals for 2007 are ;

1. Increase our visibility and participation by 10% through openings, welcoming dignitaries and Chamber functions including, but not limited to, Business After Hours, Independent Business Organization lunches, presentation of 4-star awards, and Chamber Board meetings. This will be measured by our monthly attendance tracking.
2. Increase Ambassador Membership annually by at least 5 members.
3. Continue to work on maintaining the line of communication between the Ambassadors, Chamber employees and Chamber Board.
4. Increase convention participation by 20%
5. Plan our convention and have speakers lined up by the State Convention in Eugene next year.

**Economic Development-** Barry Hayes Goals for 2007 are;

1. Provide an opportunity for economic developers, private business and the general public to share timely information in a round table fashion with meeting topics and speakers that stimulate constructive conversation.
2. Economic Outlook Forum- Play a key role in this process along with the Chamber and the Small Business Development Center
3. Assess options for developing a new Chamber of Commerce Economic Development Initiative.

**Forestry and Fisheries-** Timm Slater Goals for 2007 are:

Continued support of the Bay area Lumberjack Competition is a top goal WE can continue to assist in marketing and have a greater role in helping fund the event. As we have heard from the feedback this can be a national level event if we continue to grow the program.

Continue our alliance with Douglas Timber Operators on the educational and legislative front with our joint meetings.

Keep a close watch on changes on catch limits in an effort to maintain a viable sport and commercial fishery, in an attempt to keep the fisheries intact and as profitable as possible.

Emphasize non-timber related Chamber Members and Directors attendance at the monthly meetings. It is a great opportunity to develop an understanding of a traditional industry that remains an important part of our future.

**Governmental Affairs –** Dick Leshley Goals for 2007 is to change our image to the outside.

Advocate for local businesses with local governments, by inviting State or Local Government Elected official as a speaker for each meeting to keep our community informed. Develop attitude of government as a partner for getting to “yes”

**IBO-** Shirley Liberante our goals for 2007 are the same as the goals set on the onset on IBO by Sam Roth, Jerry Briggs, Tim Bishop and Shirley in 2004. To provide an opportunity for businesses to: Network with each other, market products and services, and expand their knowledge of the Bay Area business climate. Thank you Mill Casino for providing a room for us to meet in each week. Would like an IBO coordinator to help Katherine line up speakers.

**Leadership Coos –** Brandy Thompson shared 2007 goals. Encourage the diversity of participant businesses by additional marketing efforts and outreach. (Contact and recruit from all businesses and individuals in the Bay Area). Encourage people to get involved to increase “community Awareness.” Ensure that the Leadership coos Program continues to be self-sustaining. Maintain class size with a minimum of 25 participants. Recruit Leadership Coos graduates for Chamber committees, including the Leadership coos steering committee. Facilitate and encourage connections between participants and volunteer opportunities within local community organizations. Maintain the quality of the program by including speakers and businesses that reflect the changing and dynamic Bay Area.

**Tourism-** Joanie Johnson shared goals and objectives for 2007. Promote and participate in the Tall Ships concept. Develop Tall Ship event into a community-wide involvement, possibly a festival and Tall Ship branding efforts. Continue to explore and support the Cape Arago Bike Route and improvements and development of Highway 38 Scenic Byway. Explore the possibility of developing a “by the Wind” event on the city waterfronts. Use of Q program, How to great guest. How to have guest return. How return guest impact the economy. Ideas discussed on a customer service initiative to get training to businesses on how best to train staff in customer service. Also discussed the need to improve traffic flow to downtown businesses.

**Transportation-** Martin Callery introduced the goals for 2007. Discussion was opened for Public transportation to include Taxi. Martin agreed to add to the goals. Support full utilization of the coos County Natural Gas Pipeline and the local distribution system of NW Natural Gas by advocating for

and supporting the Jordan Cove Liquefied natural Gas (LNG) terminal project and the pacific connector Natural Gas Pipeline. Bay Area chamber of Commerce was asked about support process. It was confirmed that Bay Area chamber of Commerce support of process. Chamber will clarify wording in the change. Discussion was also opened in adding a goal for the "Oregon Gateway". Martin will add a bullet to goals and Bay Area chamber of Commerce will distribute to members.

**Membership Development Goals 2006 & Accomplishments 2005** – Were read and acknowledged as a job well done. The summary: The membership committee is seeking more members for its Committee that will be tasked to infuse POSITIVITY into Chamber Members, both present and future.

**Banquet-** Jenny shared with the board the theme for this years banquet is "Lucky '07". A final discussion was made and goals were summarized and agreed upon by the board.

Jenny shared with the board that her focus for 2007 is "FOCUS ON EXCELLENCE". Chamber of Commerce Board of Directors Goals 2007; Focus on Excellence Together. Continue to promote POSITIVITY

Increase Awareness of the importance of Excellent Customer Service as a means to promote the community. (Provide workshops, seminars and information at IBO's)

Continue to promote prosperity by focusing on economic development issues (whether or not they are tough issues), acting as a facilitator.

Support the Ambassadors planning process and needs for the 2008 Convention, work in tandem. Board member participation in at least one Governmental Affairs Legislative Teleconference during the session.

All committee chairs meet twice annually to discuss common goals.

Initiate a SWOT analysis, recruit partners and research grant opportunities. Strengths, Weaknesses, Opportunities and Threats.

Jenny Bream and Katherine Hoppe thanked the board for their hard work and continued dedication to the bay area.