

Bay Area Chamber of Commerce

Board of Directors

April 1, 2009

Board members present: Sherry Yarbrough, Umpqua Bank; Matt LeDoux, Fishermen's Wharf; Pam deJong, HOLM services; Dana Webber, Sterling Savings Bank; Randy Rema, Reese Electric; Lucinda DiNovo, The Mill Casino; Joanie Johnson, Sincerely Yours Antiques; Gary Rifkin, Fiddlesticks; Mel Campbell, Campbell's Vacation Apartments; Eric Farm, Menasha/Campbell group; Kyle Zender, Wayne's Color Centre; Clark Walworth, The World; Mark Mattechek, North Bend Lanes.

Other present: Dick Leshley, Yellow Cab; Rob Schab, CB/NB Water Board; Martin Callery, Port of Coos Bay; Matt Jarvis, Jarvis Communications; Pam Plummer, Umpqua Bank; Sandy Gieser-Messerle, South Coast Development Council; Timm Slater, Bay Area Chamber; Pam Cottrell, Bay Area Chamber.

President report: Sherry welcomed everyone and call the meeting to order.

Sherry welcomed the three new board members, Randy Rema, Reese Electric; Dana Webber, Sterling Savings Bank and Clark Walworth, The World. Also welcomed was new Executive Director of SCDC Sandy Gieser-Messerle.

Introductions were made around the table. March minutes were approved.

We have quarterly goals that we need to take ownership of. The first being Economic Development and Leadership, Matt LeDoux is the chair. We are looking for volunteers to help. Kyle Zender and Clark Walworth volunteered to help with these goals. The second goal being Government and Issue Management, Dick Leshley and Eric Farm volunteered to make sure that people are working on these issues. Membership Recruitment, Ken Croes and Dana Webber will Champion this. Small Business, Mark Mattechek, Lucinda DiNovo, Gary Rifkin. The idea is that these issue Champions will find out what the issues are for each goal and ensure that the board addresses the issues.

Eric passed out hot buttons issues for Forestry and Fisheries. He asked that the board take a look at these issues and get back to him on what the Chamber board stand is and how we want to support or back them.

Executive report- Timm reports that the budget is a work in progress through out the year. A change was made to the budget the goal for new membership revenue, moving those dollars to Fund Raising, this will be a challenging year. In the Chamber membership, we are looking to ensure value for their investment and the value of their involvement.

Sherry asked for approval to pass the budget. Joanie made the motion to approve the budget, Matt second the motion. The budget was voted to pass by the board.

Handshake Marketing , talking face to face just can't be beat. Six of us met at the Chamber offices yesterday around 9:30 am. We split into two teams, with one focusing on visiting current members and the other prospective members. We made 21 new member contacts and 25 member visits. The response from both groups was excellent. Membership opportunities will be followed up on during the remainder of April. If it fits your schedule next quarter, it's a

great way to spend your time. Please pass on membership packets to those non members you find in your circle of acquaintances.

Lori Capps with the Business Development Center has announced her retirement. She will retire the end of June. Lori has been instrumental in developing our Economic Outlook Forum. We will be meeting to learn from Lori the timelines and other information to continue making EOF a success .

New Business Challenge has \$13,500 in cash and services. There have been some personnel and business related issues. The advertising has not been done for this program, yet. We would also like to add an attorney to the package. There will be a delay and we will have the program ready in October verses May.

Sand fest is schedule to take place July 4th through July 12th.

Lucinda reports that it is planned to have an Air Show to take place July 4th at The Mill/Casino. The plan is to have Military fly bys. The US Army will bring in special skydiving team and the Patriot Girls provide entertainment. Also looking at adding a second day event, Super Moto races. This will be advertised as a three day event. There will be many different vehicles of the ATV world there. We thought this would be a great opportunity to have an ATV raffle. Matt and Lucinda will be working on obtaining an ATV to raffle. Once they have the ATV, the Chamber will be asked to develop a flyer. The flyer will advertise the donor of the ATV. Sand fest has agreed that we will be the only entity to raffle an ATV at the event. The sooner we can start advertising and getting the word out, raffle tickets will be sold and get as many people interested as we can.

Matt reports that there is the possibility of make about \$10,000 with this raffle.

Treasurers Report- Timm handed out copies of the budget. Currently the Chamber has assets of \$96,000. We are working on a new format with Clare Gove. Our plan is to be able to generate simple reports from our Quick Books. This is a work in progress and we hope to have a better focus by the end of the month.

We have an incredible opportunity for a new Treasurer. Our Treasurer has resigned. If you are interested or know of someone that would be interested in filling this position please let us know.

City of Coos Bay- Joanie reports on public response to the Elk issue. How to handle the Elk that are coming out of the watershed into town. A committee is being formed to talk about this issue; one idea is to sell permits to hunt them. The meat would be properly processed and put in the freezers at the food banks.

Charleston- Mel reports the on May first the Charleston Visitor Center will open. On May 2nd the new Charley will be unveiled.

Two new businesses are coming to Charleston, a Pizza Parlor and Crab Station.

OIMB and South Slough Estuary are getting ready to break ground on the Maritime facility.

Matt asked the board to look at House Bill 2223. This bill could have an impact on our community. This bill is a tax on all sport /recreational and Commercial fishermen. This raise in fees could impact our tourism sport fishing. Your contact for this bill is Arnie Roblan or Wayne Krieger.

Port of Coos Bay- Martin reports that the Port bought the Charleston Ice Dock. To date \$22,000 has been invested to keep the Ice Dock running. A new plant would cost about

\$350,000. It is important to keep the ice available for commercial fleets. The Port is working with Congressman DeFazio to obtain some federal funding to help.

MARAD (Maritime Administration) has a proposal to invest in the Charleston Shipyard, with this new program through MARAD it may be possible to get up to and maybe more that 3 million dollars for a Marine ways.

Please take a look at the Port web site for information on the Marine Reserves. There is a broad base committee looking at the impact to our economics. There are advocates from Our Oregon that are looking at these issues. The Port helped put together the Southern Oregon Ocean Resource Corporation a couple of years ago. They are looking at economic impact and all aspects to the coastal communities from Marine reserves, Buoy, Jetty and Maritime. Their meetings are open to the public and you are welcome to attend the 2nd Tuesday of the Month. The next meeting will be April 14th 2pm-4pm at the Port conference room.

Congressman DeFazio is coming to the area. There will be a media event on the North Spit at the Rail to thank the congressman for his support on this project. The rail has received 2.5 million dollars from the stimulus funding. This money will be used in tunnel rehabilitation. Sherry asked for a motion to add an ex-officio representative from the Airport District to the Chamber board. The motion as made by Pam d, seconded and approved by the board. Timm will ask the District for someone to attend the Chamber board meetings.

South Coast Development Council- Sandy reports that the Council is going through an internal restructuring. We are looking to rebuild a relationship with the board. I will be working on building a financial foundation for the organization. The office has been a two person operation; we are going to operate without an administrative assistant for the time being. The plan is to add an assistant to compliment my strengths. I am eager to get to know each of you better and working closely with the Chamber. Our mutual goal is to strengthen.

Fisheries & Forestry- Rob reports that he attended a Pacific Fisheries meeting on Monday evening. The good news is that the recreational season for Coho is going to be promising. Chinook in the Ocean is still a little shaky. Commercial fishing is not good. I heard testimony that commercial fishermen are not able to break even. That the commercial season is so poor, that it maybe better to give the season to the recreational side. At least that would keep the livelihood to the community.

Leadership Coos – Pam reports that Leadership Coos is recruiting for next year's program.

IBO- Dick reports that Paul Berkowitz from National Federation of Independent Business will be the speaker at IBO today.

Transportation- Martin reports that there will be a meeting April 2 at 11:30 in the Port Conference Room. The topic will be state and federal legislation for fund infrastructure.

Government Affairs- Timm reports the legislative calls are every other Monday at 7am. The IBO Government Affairs session at the end of the month will be the topic of the I-5 bridge in Portland. This group is trying to encourage the entire State to support this project.

Four Star Awards- Sherry reports that we are always looking for nominations on excellent customer service. You may e-mail the Chamber today with your recommendations of business where you have received excellent customer service .

Ambassadors- Pam P reports the Ambassadors had a Ribbon cutting at Virginia Street Day Spa. This is a new business that has been open by a mother/ daughter team. They are located on the corner of Virginia and Union in North Bend. We were also happy to participate in the Hand

Shake Marketing. Business After Hours will be hosted by Umpqua Bank and SolCoast Consulting on April 29th.

Tourism- Mark handed out a write up of items going on with VCB. We are continuing to actively pursue public relations. Katherine will be attending trade shows. Many of these are Sportsmen shows. A Convention Packet update, the folder is completed. Filming is wrapping up on our video that represents the area. First draft of video was excellent, focused on content includes Promotional Flash Drives, DVD's folders and e-packets. All requirements of the grant project will be completed May 20th. Marketing Assistance Forms, we are moving to a once a year application process in order to align requests with our annual marketing plan. All submissions are due to Kat by May 1st. These submissions will be reviewed at May 12th VCB meeting. Organizations are welcome to present in person. Decisions will be made by June 30th. VCB meets the 2nd Thursday of each month. Coupon Books are currently being distributed through our lodging partners and have coinciding online lodging specials. Lodging specials on website are updated seasonally. We have heard back positive reports from local businesses who are stating to see coupons being redeemed. Due to the economy and past efforts, all businesses were invited to be in this coupon book at no charge. We continue to work closely with the Oregon Coast Visitor's Association (OCVA), the SOVA and Travel Oregon to leverage their contacts and media power to promote the area and attract more group tours. The upcoming year will see an increased focus on the Canadian Markets through Travel Oregon. We have been doing some experimenting with Social Media lately and have had some great results utilizing Twitter, Flickr, YouTube and other sites. We are currently being used as a case study by international social media experts Lee Hopkins & Allan Jenkins. We will be hosting a Social Media class on June 4th for area businesses who want to learn more. The Tourism committee will meet the 3rd Thursday of the month at 7:30 AM at the Red Lion. Sherry asked for any other business to be discussed. Meeting adjourned.