

Bay Area Chamber of Commerce
Board of Directors
August 5, 2009

Board Members present: Sherry Yarbrough, Umpqua Bank; Margery Whitmer, Betty Kay Charters; Joanie Johnson, Sincerely Yours! Next Door; Matt LeDoux, Fishermen's Wharf, Clark Walworth, The World, Crystal Shoji, Shoji Planning; Mark Mattecheck, North Bend Lanes; Ken Croes, KCBY-TV; Mel Campbell, Campbell Vacation Apartments; Jessica Randle, The Human Bean; Randy Rema, Reese Electric; Dana Webber, Sterling Savings Bank.

Others present: Dick Leshley, Yellow Cab; Joe Benetti, Southwestern Regional Airport; Matt Jarvis, Jarvis Communications; Jan Willis, City of North Bend; Pam Plummer, Umpqua Bank/Ambassadors; Chuck Freeman, City of Coos Bay; Gene Melton, city of Coos Bay; Sandy Messerle, South Coast Development Council; Pam Cottrell, Chamber of Commerce.

Sherry called the meeting to order. She welcomed everyone. Introductions were made around the table. July minutes were approved.

President's Report: Sherry asked that Ken give overview of the Executive committee meeting last Thursday.

Ken reports that first we talked about the City's Visitor Center committee meeting . The important points were bringing issues up for discussion. I represented the Chamber at the Council meeting, just as an observer. The Council committee consisted of John Pundt, Jeff McKeown and Mark Daily. They discussed some of the issues that were on their mind about the Visitor Center. There doesn't seem to be that big of a division on what the City thinks is important and what we think is important. When we negotiate the new contract the City would like a very detailed account of the scope of work. In it we lay out what it is that we do to fulfill that contract. It seems like a reasonable request. The current contract is perhaps not as detail as everyone would like. Also, Mark Daily had the opportunity to air his deepest concerns with the Chamber and our involvement with the Visitor Center. I don't think his thoughts will hamper the City and Chamber coming to an understanding over the new contract. After the meeting I met with Mark and thanked him for sharing his concerns about the Chamber.

The Chamber has put together a negotiating committee that will meet with the Council committee. The members of that committee are Sherry Yarbrough, Eric Farm and Ken Croes. We plan on meeting toward the end of August.

At the City meeting, they expressed a desire for a councilor to be present on the Chamber Board. The City does have ex officio, the City Manager with Chuck or Joyce Jansen representing the City at the Chamber meetings. They thought that with the Chamber running the Visitor Center in the future, and the City's involvement with the Chamber that this request be granted. We thought that this was a reasonable request to take a look at and bring to all of you to make a decision on.

Joanie added that the City would like to see a Chamber report, not as it has been in the quarterly presentations, but one with different information. They would like a report that not so much addresses what we have been involved in, but one that address the monetary issue with respect to the Visitor Center operations. . These reports will be given on a quarterly basis, just as we have been doing.

Joanie volunteered to be the representative from the Chamber to the City. She believes in the Chamber and what we do. She would be happy to represent the Chamber in that capacity.

There was a question raised as to the Chamber by-Laws.

Sandy recommends an amendment versus changing the By-Laws.

Clark questioned why the City would have the right to vote in doing business with the Chamber?

The City's request needs to be brought to the Board and decided by the Board.

Sherry asked the Board to table the discussion until we have clarification on the By-Laws. Hopefully in the meantime we will have a meeting with the City and get more information on what they are asking for.

Crystal request that the By-Laws be e-mailed to the board.

Ken continued his report that IBO committee consisting of Eric Farm, Dick Leshley and Michael Parker is meeting .

There is a fund raiser being planned for the Chamber, it is a Bowling party on August 27th.

The Chamber map will be out the end of August. We distributing that map for free.

We also discussed Sandfest. Terry Wilmeth is giving up Sandfest and would like the Chamber to take it over as a fund raiser. This is a very big project that would require participation from a lot of people. This event can make a lot of money. I think around \$14000.00 was produced in 2008. There was some discussion between Lucinda and Terry, that possibly he would be involved one more year to help with the transition. If the Chamber should decide to take Sandfest on, someone would shadow him from beginning to end so we can learn how to do this event.

Clark shared that in Reedsport, they have a full time Chamber employee who organizes a variety of events year round.

Ken shared that this event brings in over 5000 people to the area. Even with a full time employee organizing the event it will take a lot of people to be involved.

Sandy questioned the liability insurance carried to cover event.

It was suggested that a writer could be added to the current insurance.

Ken continued his report that Chamber membership is down 14 in membership. We gained 26 new members, but we lost 40. Timm has found in his follow ups it is do to economic stress.

The 2010 Directory, Tony will start ad sells the end of August.

Leadership Coos is organizing. Pam has began the process of registering participants for the 2009-2010 class..

Sherry reports that the Chamber is planning a fun fund raiser. A way for us to come together and promote our businesses in a fun way. Pam as has put together this flyer that you each have a copy of.

Mark shared with the Board that we are looking for 14 teams of 3-8 players. We will play the Forty Frame game. This format works well as playing like a team. Mark explained the different frames. This is a fun event with your employees. Half the proceeds will go to the Chamber. It is for a good cause and a fun way to promote your business.

Sherry continued that the event will be August 27th. If you are interested contact Pam at the Chamber.

Treasurer Report: Chris is not here to report. We will have a full report next month.

Ambassadors: Pam reports the Ambassadors will be a team at the Chamber bowling fund raiser. We will donate a Sweatshirt and Towel for a give away.

We will also be at North Bend Lanes on August 26th for Business After Hours. Hope everyone will come to that.

We also have an annual Ambassadors convention in Klamath Falls on September 17th. Every year we ask the community to donate items to fill a basket that we take to represent our area. This year we have been asked to produce a theme centerpiece. We are going to do a beach theme. Katherine will put together some Visitor Convention Bureau packets for us to take with us.

Ribbon Cutting for the grand reopening at Wal Mart is on the 19th.

Forestry & Fisheries: Eric sent e-mail to Pam to report at meeting, Salmon Derby September 11th and 12th. Tickets are \$20 and proceeds go to local STEP(Salmon and Trout Enhancement Programs). STEP Sponsorship opportunities are still available. Contact Eric Farm for more information.

Economic Development: Dick reports that the New Business Challenge has \$16,000 in goods and services. We would like an attorney to offer services to be added to this program but will make this addition next year. This is a scholarship program for a business that has a concept or has been in business for less than one year. The rules are simple, submit a business plan and answer a questionnaire. We would like to announce the winner of the scholarship in October. The winner will receive the \$16,000 in In-Kind services and we will ask that they consult with the Business Development Center. This is a great opportunity and benefit.

IBO: Dick reports that we will start the season on September 9th with Senator Verger. We want our businesses to come and share their small business stories. We are looking for businesses to network with businesses.

Crystal shared that she is considering to respond to the editorial that was printed in the paper. IBO is to have a business focus and not to entertain the public.

Question was asked if we are looking at relocating IBO. Ken shared that Eric Farm had shared a good idea to raise the cost of the lunch \$1.00. This would keep The Mill complete and it would make the lost that the Chamber absorbs less. The menu would stay the same with Soup and Salad. Lucinda will look into adding a dessert.

Sherry shared that we would like businesses to sponsor a month. At the beginning of the month the sponsoring business would be given the opportunity to give a 10 minute presentation. The Mill use to sponsor \$400 each month. We lost that sponsorship, so we hope to make up some of the loss with business sponsorship of \$200.

Much discussion took place as to alternative meeting spots, lunch options, training attendees to RSVP to be able to guarantee head count and the possibility of changing from a weekly function to monthly. Sherry asked the board to vote on changing the venue from The Mill. The majority voted to continue at The Mill with a change in menu. Sherry also asked the board to vote on changing from a weekly to monthly or bi monthly function. The vote was split verily evenly, leaning toward having IBO bi-monthly. Also discussed was the importance of networking opportunities that the IBO offers. How to best utilize this opportunity.

Sherry suggest due to time spent on this topic, please e-mail your input and thoughts to Timm.

Tourism: Mel reports that Charleston is doing great. In the month of July the visitor center has 2542 visitors sign in. The Seafood Festival and Tuna Classic will be August 15th and 16th. Tuna fishing is fantastic. The article that appeared in NW magazine has helped promote the area. We see a change in travelers. There are more people camping or traveling in their RV. Also looking for "cheap eats".

Margery added that we are seeing travelers coming from a shorter distance. Many who are coming from the Valley to escape the heat. Motels are displaying "No Vacancy signs".

Leadership Coos: Pam reports that we are recruiting for 2009. The first session will begin September 8th. The steering committee has the agenda confirmed and ready to go. We have eight spots open and hope to have filled by the end of the week.

Coos Bay/North Bend Visitor & Convention Bureau: Mark reports that the ad sub committee met. We are looking into investing \$35,000 in advertising with USA Today and AAA. We have seen a good return on the inserts in these publications. The Holiday Lights make for a nice ad. It is planned to spend about 45% of our budget on Conventions. Our budget is \$25,000 on promotional packets to promote business and facilities. Katherine has received some good press marketing this area as "Man's Week End". They can come here hunt, fish and gamble. Also, the Sandboard Park is open. This will be a good niche to use in our marketing. Mark will ask Katherine to e-mail the Chamber with more information on the Sandboard Park.

Discussion took place on how can we get information out to Chamber members and the community.

One idea was to have Timm and Katherine read articles, produce a shore synopsis and send the reports out to The World and KCBY-TV to keep people informed.

Mark announced that Business After Hours is at the Back Alley on August 26th. There will be food and drinks flowing. Come and enjoy yourself.

Charleston: Mel reports she is working on a fund raiser with the “Young Bucs”.

Coos County Airport District: Joe reports that eleven applications are being looked at to fill the Executive Director position at the Airport. Gary’s last day is thought to be December 31st. Flights are operating at 75-80% full. We are working on a marketing campaign.

South Coast Development Council: Sandy reports that she continues to work on recruiting businesses to the area. SCDC has been fortunate to have an intern from SOCC for the summer. My board is approved to hire the intern to work three days per week. The intern has been working on updating the website. We are looking at Roseburg Oregon Prospector web site. This site is statewide to promote commercial and industrial properties and should be utilized to govern available property. Medford uses this site with great success. I am going to Ellensburg Washington August 5-22 to attend an Economic Development training specific to the Northwest. I received a scholarship from the state to attend this training. We are seeing interest from California to relocate business in Oregon.

Sandy asked to report for Patty Scott at SOCC. The OCCI participated in a cake auction with the proceeds going to scholarships for 4H. The cake that was entered looked so realistic with grass, baskets of fruit and such. The cake sold for \$1550.

City of Coos Bay: Chuck reports that the City is working on a \$25,000 “Shop Local “ campaign. This campaign will run for five months starting in September. The Visitor Information Center has moved to their temporary site. Construction on the new Visitor Center will begin soon.

There has been interest in the Boat Building Center. They will be located at Starvin Marvins in Empire. Traffic analysis is 11 years old. The city will be looking into a new analysis. The scope of work is expected to cost \$65,000. Traffic will be modified and engineered to promote business to business. Farmers Market is drawing big crowds.

We are looking at developing the Pedway to use as a gathering place.

City of North Bend: Jan reports she recently walked the trail from the Hollering Place to North Bend. Frank Walsh and Dick Wagner led and narrated the walk.

The clean up along Sheridan and Washington streets has been completed. The work was done by Shutters Creek and City crews.

North Bend continues to work with CEDCO in property development.

The Hotel North Bend is painted and signage is up.

Jan has been speaking with Maggie Kirby at Shorebank, there are three businesses interested in the façade program. We are considering extending the program for twelve more months.

National Night Out took place last week end at Ferry Park. Over 1000 people attended. There was free food and entertainment. The City provided hot dogs, ice cream and soda. The cake walk was a big success.

Other business: Mark reports that The Mill paid back motel tax to the City of North Bend. 2% of the tax went to VCB.

Mark also would like the Chamber to take a stand on the corporate tax increase that is taking place. The tax was first introduced as being based on corporations making over \$250,000 would be taxed. This turns out to be gross revenue not profit.

Sandy suggests that a group meet and write letters to our elected officials.

As a Chamber we need to talk about this and become more aggressive on issues. The Medford Chamber takes a formal approach to advocacy.

Jan cautioned that the Chamber pass factual information to members. Not to advocate before facts are known.

Joe offered to research and gather information. He will talk with the Oregon Restaurant Association.

He will forward the information to Timm.

It was suggested to contact our local CPA's, that are Chamber members, they may have information and could share the information with the Chamber.

Also suggested that the Chamber's Government Affairs Committee gather information and present the information at the Chamber retreat.

Adjourned