

**Bay Area Chamber of commerce**  
**Board of Directors**  
**June 4, 2008**  
**Red Lion Hotel-7am**

Board Members present: Ken Croes, KCBY; Joanie Johnson, Sincerely Yours! Antiques; Crystal Shoji, Shoji Planning; Mel Campbell, Campbell's Vacation Apts; Pam deJong, HOLM; Margery Whitmer, Betty Kay Charters; Chris Davis, Carson-Davis Oil Co.; Jenny Bream, Brian Bream Screw Machines; Sherry Yarbrough, Umpqua Bank; Matt LeDoux, Fishermen's Wharf; Brandy Thompson, Cardinal Services; Mark Mattecheck, North Bend Lanes; Ray Penny, All state Real Estate.

Others Present: Timm Slater, Bay Area Chamber of Commerce, Ron Opitz, South Coast Business Development; Theresa Haga, CCD Business Development Corp; Judith Hansen, Southwestern Oregon Community College; Eric Farm, Menasha; Patty Denton, Bay Area Ambassadors; Jan Willis, City of North Bend; Pam Cottrell, Bay Area Chamber of Commerce.

President Ken Croes called the meeting to order. Introductions were made around the table. Minutes were approved.

**President's Report-** Ken reports that at the Chamber Executive Board meeting, Timm was reviewed. It was decided to keep him. He is well liked. In the review it was recognized that Timm brings a great knowledge of history. He is a great communicator and Educator, as far as telling about the lay of the land. He stays calm while all around him are losing our heads. He is organized and a rock in the position. I am very pleased to have him here.

Once again Timm helped me dodge a bullet. I submitted a President's message for the Chamber Newsletter. This was a recalling of an ancient legend of two Icelandic villages. He read the tale and sent it back with a note, "Cute story, but where is your President's message?" So instead, in the Newsletter you will read about the wonderful day that I spent at the Leadership Coos Graduation. I had heard Leadership Coos was a great program. But, you really don't get the impact on how special it is until you spend a day there. It wasn't just a graduation ceremony, but a day of activities, and leadership skills building. It's a great way to get to know people. I am on the next list for September. If you have not done it yet, get on the list and we can all graduate together.

It is time to update the City Councils. I will be preparing for that. Get me on the schedule to let the City Council know what the Chamber is up to.

**Executive Director's Report-** Timm recapped Ken's Icelandic story.

You have received a copy of the letter from SCDC asking for support of the marketing plan for the south bound carrier. After talking with the Executive Board about this project, they would like the input from the rest of you. I have heard back from about half of you.

We are a business association; we operate on your dues and other revenues that we put together. We are not poor, or overly blessed with resources. This is a little different approach for us, rather than contributing with our time, energy and our own business expertise. It has not been our position to donate money. Although I do think this is important to our community. We need to step up as an association, and do something significant. We may not be able to donate the full \$10,000. But we need to show support for this project.

Which brings up another opportunity, if you are happy with the way things are, let me know that you are happy. If you have ideas, let me know what those are. When you are solicited, give me your ideas, because, that is the way we make it better.

Crystal asked if the Chamber is asking for individuals to contribute.

Timm answered that although that would be great, if an individual would like to contribute. But, we are talking as an association. It was brought up by Eric, for the Lumberjack competition, with the idea that many small businesses may want to contribute. So by contributing in small amounts we come up with a

significant amount. That was a secondary aspect. But this is specifically for the Chamber as an organization to contribute to the marketing plan. We hope to come to a decision this week. Mark asked if the Chamber has a marketing fund.

Timm reports that the Chamber operates on a budget of about \$250,000, with \$50,000 of that as pass through to operate the Visitor Center. We are talking about \$130,000 of assets. We are currently operating on a little better than break even. We took the opportunity to replace some equipment this year. We do have the money to be able to do this, although we would not be able to help everyone who may ask for funds. Therefore it is important to evaluate issues. Is this project important to the community?

Jan asked if it would be appropriate to ask Ron what SCDC has done so far.

Ron reports that he knows that it is different to ask the Chamber to step up and become part of the partnership in funding air transportation. What brought us to do this, we have this opportunity to add this new air carrier with direct flights from our community to San Francisco daily and further flights to LA, Phoenix and Las Vegas. Failure is not an option. If we can't keep this service going it will be years before we get another carrier. This service is important to our economic development. I have gone to 15 different entities. I have gotten some commitments. We have about \$75,000 from local businesses. We are expanding on that with participation from contractors who built the airport. I have some positive input from cities. I don't have an amount, until we hear from these people. As a contractor for the Airport district, to do economic development work for the Airport, I felt this was an issue that we should carry the torch on. It is one of those pieces of economic rebuild, along with education, along with good city infrastructure, that keeps us moving along.

Judith adds that she agrees that failure is not an option. My questions is if we have a choice in the next few years on flying North or flying South, are you saying, Horizon is saying we would be better off flying South with our new partner.

Ron responded, adding that SCDC, is member based, supported by contributions, has sponsored a two month ad to run in the SkyWest Magazine. It is not a choice of North or South, it is recruiting. Horizon is very happy with what they are doing, and continuing flights to Seattle. This is not going to be a choice between North and South. It is going to be a choice to expand what we offer, giving customers the option.

Jan asked if this will guarantee service after the first year.

Ron response, that this has nothing to do with guaranteeing service it is strictly promotional. The Airport has \$600,000 to promote ridership.

Mark adds that what he understands, is that 70% is ridership is the goal. If the ridership drops below 70%, The airline has the right to pull out.

Jan was wondering what guarantee we have that the airline will continue the flights after the first year.

Judith answers that we have no guarantee, like any business, if the business is not there, that business will no longer be able to operate.

Ken recapped by saying that money is to improve the odds.

Crystal said she would like to weigh in publicly, that she is against using the dues income for this. I don't think it is what the dues income is for. There are a lot of really important things to support economic development. I do think we should collect money, and if small businesses wanted to pay into that, but I don't think that our dues should be used for this.

Timm thanked everyone for their input.

A Tall Ship is coming this week end. The Bounty is having trouble getting up the West Coast. So they will not make it here. The Lynx will be here Friday- Sunday.

The Lumberjack Competition will be Saturday June 28<sup>th</sup> 11:30 -3pm.

Summertime, we will be getting ready for the rest of the year. We will be putting together IBO speakers for September and beyond. Director elections will be July and August. Economic Outlook Forum will be in December, we will start planning for it in August.

The 2009 Business Profile, we will start working on that in August.

Lucinda and I will start working on Welcome Dinners. This was started by Greg Stevens and The Mill and will feel it is a good thing to continue. We will start working on them to start in September or October on a quarterly base.

My Directors chats from last year, I enjoyed getting your input, so I will be around to see you again. I will expand it to include Ex-Officio, directors as well.

Our Planning session is in October. Committees should start working on their Committee goals for the upcoming year.

Ambassadors Convention is October 2-5<sup>th</sup>.

We have plenty to do this summer.

**Economic Development-** Next session will be June 23<sup>rd</sup>. At the last meeting Barry gave a presentation on Pony Village Mall.

**Government Affairs-**Timm reports that next Quarter will be October 29<sup>th</sup>. However, with local elections in November, if there is a good local race going on we may hear from them earlier in October. We probably will do something like we did with the County Commissioners race this past spring.

**Four Star Awards-** Sherry thanks everyone for getting the little cards out. We have more nominations and support than we have had in a very long time. We will be collecting cards through June and awarding in July.

Joanie adds that she received two more cards from the woman who was here for the Visitors Information Center. She did some "Secret Shopping" while she was here in town and two of the places that she went into, she said they had excellent services.

**Ambassadors-** Patti reports that there will be a Grand Opening and Ribbon Cutting at Leaf's Tree House on S. 3<sup>rd</sup> street today at Noon. On June 25<sup>th</sup>, Business After Hours will be hosted by Bay City Ambulance. On June 26<sup>th</sup> a Grand opening for The Mill at 5pm. The Lumberjack Competition will be June 28<sup>th</sup>.

**Tourism –** Margery reminds everyone of the Olympic Pre Trials in Eugene.

Joanie reports on the Tall Ship festivities on the Boardwalk this Saturday. We will have one ship, instead of the two as planned. Kites will be available at my shop and on the Boardwalk for \$5 each. You could hang them in your businesses to promote the Tall Ships. As far as I know there will be a Signal Flag demonstration by the Coast Guard. Knot Tying demonstration will still go on. The Kites will be for sale. There may not be Celtic music. There should be a nice promo there from 10 until 2pm on Saturday, while the Tall Ship is here.

Margery asked Joanie how the reception went for the last ship that was in.

Joanie reports that the reception went really well.

**CB/NB Visitor and Conventions Bureau –** Mark reports there is a lot going on. Madden preprint has a Vacation Guide. The cost of that is between \$5000-\$6000 to place our ad. We linked up with Bandon and Reedsport and did a co-op with them. We were able to do a little larger ad. We have received about 3500 requests for information about our area from that ad. I like advertising where we know we are getting some bang for our buck. Our Internet hits have doubled to about 12000. We have rewritten the fishing section on our Internet page, to highlight fishing. Our biggest priority is the new flight coming in. We have talked with Lesnik about their marketing campaign; we are going to try to augment ours with them. We have committed \$8500 to a co-op program called Totally San Francisco. The total program is \$50,000. The San Francisco market is very expensive. Our agency said that's not much money to give to that market to do anything. So that is why we are partnering with SOVA. That is a combination of the Internet campaign and some radio ads and maybe TV to get people directed. Some of the script is completed; it should be ready for the public in a couple of weeks.

We are also finishing our review of our Executive Director. Our budget is complete. We have about \$90,000 for advertising. To clear up the minutes from the last meeting, we don't give out money anymore. We do advertising for people to help market their event to bring people to the area in the off season. That is written in our Charter. Our budget is pretty tight. The airline information came to us after we completed our budget cycle. The extra money that we get will be used to hone in on that flight and help bring people to the area. Our main goal is to get people to come to our area and stay in motels. That flight is huge, for us to be able to access that market and put "heads in beds". If you are in the restaurant business or the motel business, that flight is big. Big employers who pay good wages are very interested in those flights. As a Chamber, if we decide to support it, it is like the railroads. We had the railroads, we lost the railroads. Without the railroad, everyone has seen the effect on us. The motel revenue is conservative. We hope to have the money, if we do have the money we will contribute to this flight project.

Ron added that he has introduced Kat to a representative with Kemper-Lesnik, to work out a co-op plan. Mark says there are a couple of issues that are being talked about, one are "leakage". In the airline business this term is for people who are leaving here and driving out of the area to fly out. The airport board would like to capture that revenue, people who are driving away from here to fly. Our Charter is specific that we bring people into the area and not promote what is going out. So we are in San Francisco promoting people to come here and stay overnight in the off season. We plan on coordinating so that the marketing plan is consistent so as not to step on toes.

Also we got a letter from the City of Coos Bay; they have asked us to move out of the Visitor Center and relocate into The Hub building. Joyce Jansen will be moving to the Visitor Center office. The Hub building is not exactly ideal that is why we moved out of there.

Timm adds that Joyce will be working on Economic Development- Revitalization of the Downtown area. The Visitor Center belongs to the City. Joyce will still have her office at City Hall, this will be an auxiliary office. I know that you are looking at options, The Hub building, previously the office space was in the open loft, overlooking the lower offices, which was not professional. What we are looking at now is the conference room as a proposed office area. That would give privacy. So it may be more comfortable and functional than it was before.

**Forestry & Fisheries-** Eric reports that the Lumberjack Competition will be June 28<sup>th</sup> at The Mill. We have gotten good support from the community. Ambassadors will be donating their time to do the timing of events. We have received a lot of donations from around the area to help put this event on. Hope you come down and enjoy the fun. We have our regular Committee meeting on the 3<sup>rd</sup> Friday.

**Leadership Coos-** Pam reports that Leadership Coos just finished their 2008 year. We will be meeting June 24<sup>th</sup> to start planning for next year. I invite you to encourage people to contact me to be added to the waiting list for next year's program. This is a great program; we would like to see it continue. We have a lot of exciting things planned for the upcoming year.

**IBO-** Timm reports that the first IBO will be September 10<sup>th</sup>. The speaker will be Ray Davis the President of Umpqua Bank. This particular speaker has been scheduled since his appearance last year. Last year his time was cut short, he flew in, spoke and flew out. He hopes to have the opportunity to stay and mingle with the people. If you have something that you would like to see, or something that you hope to never see again, please let me know and we will see what we can do.

**Transportation-** Meets tomorrow, Thursday June 5<sup>th</sup> at the Port Offices, 11:30 -1pm. The focus will be ODOT. They will be there to tell you about the projects that are going on now and the projects planned for the future.

**Southwestern Oregon Community College-** Judith thanked Timm and Ron for being on the Budget Committee. The budget passed last night. \$62 million budget for the College; this is a very tight budget. It does include new programs and a cost of living increase for our employees. Finals are next week, followed by graduation on June 13<sup>th</sup>. GED graduation will be at 4pm, followed by our College graduates

at 6pm and the Leadership Graduates Masters Degrees, no Doctorates this year. Enrollment for next year is excellent. It has to do with you and your neighbors, because the proportion of High School graduates and citizens that are coming to our College is the largest of a Community College in the State.

**CCD Business Development Corporation-** Theresa reports that business is going good. Some local projects you may want to visit, The Backstreet Saloon is reopening as Walt's Poor House. Steve's ATV's Rentals in Hauser, north of town, has a new owner. He has an ATV business in California. He is a pilot and will be operating both businesses. A couple out of California is in the process of buying a business in Bandon. I think things are going really well. The one thing I see while I am out and about is that we need to all stay very positive and not have a negative attitude. If you have the attitude that things are bad, then they will be bad. Business owners need to stay positive.

**North Bend Downtown Association-** Jan reports that the Downtown Association's members have complained about the parking. We are talking about implementing some of the things that were written in the Oregon Downtown Association report, Signage- parking here, better signage on Sheridan and Sherman. We are getting ready for summer. We are anxious to get the Hotel done, so that it will attract more downtown development.

**City of North Bend-** Jan reports we are on track with the Waterfront project. We are meeting with OPEC the engineering firm that has been selected by ODOT to come up with the design. We will meet with them in Roseburg in about a week, to take a look at the preview for the alignment design. Then we will get ready for a July public hearing. We would like the public to come and comment and be involved.

**Charleston-** Mel announced that someone has stolen Charlie Tuna. We will be handing out posters in hopes that he is found. The Charleston Information Center is open.

Margery, Betty Kay Charters, will be offering Charter rides to see the raising of the New Carrisa.

Mel announces her 50<sup>th</sup> wedding anniversary. Everyone is invited to help us celebrate at an open house July 6<sup>th</sup> from 2-6 pm. Parking will be available at Englund Marine. A shuttle will bring you to the house. Friday night, Lil Ole Opry, opening night, will be giving us a shotgun wedding.

Charleston is proud to announce two new businesses in the Mike Butler's Oyster Cove Building. The building is now full.

**South Coast Development Council-** Ron reports things are going very well. Inquiries slowed down, but have picked up. We have picked up three new leads in the last two weeks. We are spending time with them and talking about the advantages of being here. We are also doing consortium of marketing for Southern Oregon, with five counties. We get together once or twice a month; they will be coming to the Bay area, looking for natural food markets. It is a great place to do business here. Black Market Gourmet, which is a natural foods market, was mentioned in the flyers. So we hope to get some interest here in North Bend/Coos Bay. This is an ideal place to do natural foods, because of the atmosphere and natural setting.

As I said earlier we have taken an ad out in Sky West magazine, this ad does not promote SCDC, and it's not promoting the airline, but promotes the Bay Area and highlights our assets. We are asking that they call us, because we are a clearing house for the area for Economic Development leads.

I am very sad to say that Kim Richards has taken a job at Southwestern Community College. I am very excited for her, because she wants to learn more. She has a chance to continue her education. That should be a goal of every employer, to see that your employees have an opportunity to grow. I am in the process of hiring a replacement. I will announce the name at a later date.

We are continuing to work on promoting the area. I am a supporter of the Visitor Bureau. I think working with Kat and introducing her to Kemper-Lesnik will allow more to be done than working individually.

There will be a dedication of the new Airport Terminal on July 1<sup>nd</sup>. The first Southbound flight is July 7<sup>th</sup>. Jan's reference to the Waterfront in North Bend, there is a group, Brady Scott calls them the "Trail of two Cities", it actually is Pathways, a group that got together to expand the waterfront walk way, all the

way from North Bend to South of Coos Bay. There has been a lot of interest in this. Recently a request was sent request or proposal to Congressmen DeFazio, who is backing that project, looking for federal dollars. It is a huge project that addresses businesses along the waterfront and still respects the fact that the waterfront is a working place. Dale Sause and John Knutsen have met with us; they are very interested and supportive of the project. They have offered to put observation points in walkways to be able to see the Tugs and Maritime Industrial Park.

About a year ago we started the Coos Regional Political Action Committee. This Pact is made up of business leaders. We made a small contribution to Defazio of \$2300. They were very appreciative not so much of the dollar amount which was small, but the support and recognition. We have received a Thank you note from the American Waterway Association. Coos Regional Pact was listed as one of the sponsors for Gordon Smith. We are getting a lot of exposure for the Pact that SCDC sponsors. It has been pretty successful. We have a lot of businesses and people in government, it is not tax deductible.

Brandy thanked everyone attending Cardinal Café last Friday. This was a fund raiser for the American Cancer Society. Cardinal employees served over 300 sandwiches in 3 hours. It was a huge success, good food and music. We hope that you will come out and join us next year.

**Adjourned**