

**Bay Area Chamber of Commerce**  
**Board of Directors**  
**November 5, 2008**  
**Red Lion Hotel- 7am**

Board members present: Ken Croes, KCBY TV, Pam deJong, HOLM Services; Eric Farm, Menasha Forest; Matt LeDoux, Fishermen's Wharf; Crystal Shoji, Shoji Planning, LLC; Margery Whitmer, Betty Kay Charters; Joanie Johnson, Sincerely Yours Antique Mall; Sherry Yarbrough, Umpqua Bank; Jenny Bream, Gunnell Insurance; Mel Campbell, Charleston; Lucinda DiNovo, The Mill Casino; Brandy Thompson, Cardinal Services; Gary Rifkin, Fiddlesticks Gifts; Sam Roth, Century 21 Best Realty; Mark Mattecheck, North Bend Lanes.

Others present: Rob Schab, Coos Bay/North Bend Water Board; Patti Denton, Ambassadors; Theresa Haga, CCD Business Development Corp; Pam Miller, Dawsons; Dick Leshley, Yellow Cab Taxi; Ron Opitz, South Coast Development Council; Timm Slater, Bay Area Chamber; Pam Cottrell, Bay Area Chamber.

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

**President's Report-** Ken reports the October 24<sup>th</sup> planning session was the best planning session we have had in a very long time. It was a great process. The product we turned out was meaningful. I am very pleased with the result, and hope you are too.

The 2009 Chamber officers, we have a few spots to fill. Please start thinking of folks that would be appropriate to draft or ask them to volunteer. We will be sending reminders for your suggestions to fill Vice President and President Elect by the end of the month.

**Executive Directors Report-** Timm reports the on planning session, I sent chart notes to you. If you have any revisions, please let me know. Once the notes are approved we will be sending them to the membership. Handshake marketing will take place November 14 from 10am to 12 noon at Pony Village. We will be visiting both members and non members. Barry has done a good job letting the tenants know the value of the Chamber. Please let me know if you would like to join us November 14, 10-noon at Pony Village. Economic Outlook Forum is shaping up pretty well. The letter asking for sponsorship was mailed October 13<sup>th</sup>. Applications for people to register will be mailed approximately the 3<sup>rd</sup> week of November. The Chamber Directory is in the process of getting ready to print. If you have any changes in your information, contact person, phone numbers or e-mail addresses please let us know, so we can make those changes. The directory will be distributed at the Banquet. The web site is a work in progress. One new addition is a member to member section, where members may post sales or information. We are looking at ways of being interactive. That came up in the course of our planning session.

**Treasurer Report-** Sherry reports in Jim's absence. The Chamber currently has a balance of \$114,152.11.

**Four Star Awards-** Sherry reports that awards will be delivered next week. Sherry asked for a vote from the board for the Awards to be presented at IBO. The winners will be invited to IBO, we would buy them lunch and present the award. The idea was accepted by the board. The winners will be presented their certificates at the next IBO. If a recipient can not attend the IBO, we will present the award to them at their business, like we have done in the past.

**Membership-** Timm reports that handshake marketing will take place at Pony Village Mall on Friday November 14<sup>th</sup> from 10am-Noon.

**Leadership Coos-** Pam reports that Leadership Coos had their third session on November 4<sup>th</sup>. It was another great day. The topic was Business and Industry. The group toured Southport Forest Products and The Airport. Lunch was hosted at The Mill, in the new Tower. A panel of speakers shared their views on our local economy and the housing industry. Followed by a tour of the new executive suites and pool area, The day ended at Sause Bros with a tour of one of the Tugs. Next month will be

Emergency Services, which is another interesting and full day. She reminds everyone; if you have not gone through the program or know anyone who may be interested in attending next year, please have them contact me. She is building a waiting list for next year. The waiting list already has about twenty people interested in attending next year's program.

**Tourism-** Margery reports at their last meeting they discussed tourism objectives. We are hoping to focus on Oregon's 150<sup>th</sup> birthday and how we can incorporate that celebration into tourism. Marty will be getting more information on that and sharing at the next meeting.

Timm reminds everyone that Katherine is orchestrating an Oregon 150 meeting to take place November 17<sup>th</sup>, Noon at the Port conference room.

**Ambassadors-** Patti reports they had a great wrap up on the convention. There were 180 people through out the state of Oregon who attended this year's convention. We had two ribbon cuttings, Oregon Professional Hearing at the Bi Mart shopping center and The Southwestern Regional Airport celebrating the North bound flight. Business After Hours was at the Coastal Community School of Music and the Arts.

**Forestry & Fisheries-** Rob reports that the Mill Casino has withdrawn their support for the Lumberjack competition. That is a big chunk of the budget. The committee will be meeting November 14<sup>th</sup> at noon. We are going to see if we can patch it together or it maybe this is an opportunity to move on and do something different. We will have a report for you at the next meeting.

Margery reports that there is an issue with both Wave energy and Marine Reserves.

After discussion it was agreed that the Chamber will take a stand. Matt will e-mail Timm the information that he has. There are three meetings coming up. We will find out where and when the meetings are going to be. We will collect information so that a representative may speak intelligently on the subject. Once the information is gathered and we know who the letter should be sent to, Timm will distribute the information to the Board.

**Economic Development-** Timm reports that there are three projects the committee is working on. New Business Challenge putting together a proposal gathering sponsors who will offer new businesses that are within six months to start or a year into their business, a significant amount of support in services.

The other project is that the Partners in Economic Development. We are putting together a sheet of contacts, a cheat sheet for us to use on where to refer people that are looking to start a business in our area.

The last project is the Available Lands project.

They have a core of 12-15 people. They are project focused.

**IBO-** Dick reports there are some spots open in the spring for interested presenters at IBO. We have an issue, not to be critical of anyone, but, the lunches have gone up at The Mill Casino. Which is understandable, but we are getting into a perception of value. Is the product we are putting out worth the cost of the lunch? Is it interesting enough, educational enough, and are people getting enough out of the program?

Crystal suggests that the Chamber train attendees to RSVP. So the restaurant knows how much food will be needed. If they have not signed up, they don't get in.

Lucinda suggested that the Chamber looks for sponsors. Let's ask businesses to sponsor IBO. This would give them the opportunity to promote their business. Another idea is that attendees must be a member of the Chamber to receive a discounted price; non members pay a higher price. There is not a lot of flexibility on the cost. The Mill waives room fees. So my thought is that we visit businesses, ask them to sponsor an IBO. At the IBO we do a better job of recognizing the business sponsor.

Sam suggests that we compile a committee to take a look at the situation and come back to the Board with suggestions.

Ken reminds the Board that the value in IBO's is the networking opportunities. Getting to know other business people, hearing what is going on in their business.

Timm reminds everyone that looking at the sponsorship idea is a good one, but a tough one. With the economy as it is, the other Chamber events coming up, like the Economic Outlook Forum and sponsors for other events makes sponsorship difficult. Businesses are looking at value for their dollar, and we want membership to have a value. So, sponsorship is an opportunity that we will take a look at.

Lucinda suggested that we need a plan with a consistent message.

Ken suggested a sponsorship package so businesses know what they are spending their money on.

Dick suggested an item in the newsletter letting members know the value of IBO.

Sherry suggested the Chamber become involved in fund raisers to raise the money needed to off set the cost of IBO. We could do some proactive things ourselves without having to go to the membership. All options will be considered.

**Government Affairs-** Timm reports that last week was our quarterly session. We had a Coos Bay Mayors candidate forum. It went well. Our next one will be the end of January. We will focus on our Coos County Commissioners. We have a lot of issue items whirling around, Marine Reserves, Wave Energy, and the BLM Western Oregon Resource management plan. We do need to make informed decisions, and get issue information to our membership. Let our positions known to our membership and the elected bodies. We have done a fairly good job in the last year. We are gaining momentum to do that on a regular basis. What we did find out at the planning session is that we do a good job of keeping the board informed; now we need to take it a step further and let the membership know that we have been making statements.

**CB/NB Visitor Convention Bureau-** Mark reports that he will compile a report once a quarter that can be handed out and read. This is a presentation that was given to the City Council this last quarter. We have a lot of stuff going on. Kat went to the tourism convention. One of the things we found out is our economy will effect travel. We will keep an eye on that with more to report later. We expect the income to be slow, due to lower motel receipts. We are doing a lot of PR, you can see by the list in the report that we have been in many publications. This does not happen without someone driving it there and coordinating those. There are a lot of opportunities we are finding that we didn't know were out there. We also hosted an International Food, Wine & Travel Association on October 11<sup>th</sup> and 17<sup>th</sup>. We partnered with a bunch of people. It was a very successful event. We will see a lot of good information come from this from the travel writers that attended. We would like to thank all the people who helped with that. The Media trips generated 10 articles per writer. We are also actively participating in upcoming trade shows to help promote the area. We will attend the Bay Area Travel Show, as we did last year. We will be attending the Sportsmen Shows. We are looking for area partners who can help with the Sportsmen Shows. We need people to either help work the booth, or partner financially. So if that lines up with your business, this is a good opportunity to team up.

We received \$10,000 matching grant from Travel Oregon to create a new Convention Packet and Video. We have another \$10,000 grant that we submitted to CEDCO. If we receive this grant it will allow us to help us complete a great convention packet. With our marketing plan, you will see us more active this year in internet campaigns, social media and search engine optimization.

Mel reports she has been working with the committee to promote Charleston annual crab feed, which will be February 14<sup>th</sup>. Our slogan is "Give your sweetheart the crabs."

**South Coast Development Council-**Ron reports we need a check and balance on what is important in the economic recovery. Education and tourism both are important to focus on. We need a team effort. I think there will be some interesting changes in views and directions. I don't think the bottom is falling out. I think that in 2009 we will see an increase in activities. We hope to comeback with a carefully planned and calculated plan to make that happen. Working with a project out of California, even

though they have a great business plan, they do need some financial backing. Next year is going to be an important year for us.

Ken reminded everyone that he attended the breakfast hosted by Sterling Bank, where John Mitchell spoke. We have never had a recession that lasted more than 8 months. There is really more to be optimistic about than negative. He just joined the SCDC board and wanted to remind that there will be a retreat on November 22<sup>nd</sup>. Hopefully there will be some new ideas that will come out of the Retreat planning session.

**CCD Business Development Corp-** Theresa reports we have the election behind us. The next 12-24 months are going to be different. It isn't going to be bad; we have seen it coming in the last few years. Our goal is to work with our customers. Standing behind them and working with them. Everyone needs to step up to the plate and give a break to struggling businesses. We will encourage our customers to weather the storm.

**Coos Bay Downtown Association-** Pam Miller reports that it was a successful Halloween, over 450 kids "trick or Treat" the downtown area. We are planning a Holiday Open House. Santa is coming to the downtown area.

Joanie reminds that Bus Jam will be 10am -3pm at the Bi-Mart parking lot. Meetings are the 2<sup>nd</sup> Monday of the month at North Point. We are talking about doing some window decorating contest. We hope that See's Candy and Hickory Farms will use two of the open store fronts. The open house will be December 13<sup>th</sup> and 14<sup>th</sup>, for the downtown businesses.

**City of Coos Bay-**Joanie reports that the city awarded Joe Slack the new fire station design. Contract has been prepared to purchase the Presbyterian Church. The city plans to start construction of the fire station on February 1<sup>st</sup>. Santa will be on the boardwalk November 28<sup>th</sup> with help by the USCG. Jeff McKeown is mayor; Jon Eck, Gene Melton, John Pundt and Joanie Johnson were elected to the council.

**Charleston-** Mel reports Charleston is doing fine. Please come out and shop for Christmas. We have placed some radio ads. Reserve February 14<sup>th</sup>, get your groups together on come out for lunch and support the crab feed. Most of the people who come to the crab feed are from out of town, which is wonderful, but we need more local support. We thank the Visitor & Convention Bureau for their support. And as always the Ambassadors will help and support. The Shore Acres lights will start on Thanksgiving.

Joanie reminds everyone that the Coos Bay Urban Renewal committee is looking into radio/TV spots to promote our area, Shop locally promo .

Sherry adds that the executive board is talking about purchasing tickets to the Salmonpeople to sell as a fund raiser.

Lucinda adds that Peter Donaldson is a one man show called the Salmonpeople on sustainability. The show will be January 17<sup>th</sup> at MHS auditorium. Tickets will be \$10; we can purchase tickets for \$5 making a \$5 profit on each ticket.

Ken adjourns the meeting.