

Bay Area Chamber of Commerce
Board of Directors
October 1, 2008
Red Lion Hotel-7am

Board Members present: Ken Croes, KCBY; Pam de Jong, HOLM Services; Eric Farm, Menasha Forest Products; Matt LeDoux, Fishermen's Wharf; Crystal Shoji, Shoji Planning, LLC; Margery Whitmer, Betty Kay Charters; Joanie Johnson, Sincerely Yours Antiques; Sherry Yarbrough, Umpqua Bank; Ray Penny, ERA All State Real Estate; Brandy Thompson, Cardinal Services, Inc. Chris Davis, Davis Oil. Others present: Timm Slater, Bay Area Chamber of Commerce; Ron Opitz, South Coast Business Development; Dick Leshley, Yellow Cab; Beth Gipson, Gipson Insurance; Chris Christoffer, Sterling Savings Bank; Jenny Bream, Gunnell Insurance; Matt Jarvis, JCI/KOBI-TV; Rob Schab, CB/NB Water Board; Pam Plummer, Umpqua Bank; Pam Cottrell, Bay Area Chamber of Commerce.

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

President's Report- Ken reports that starting tomorrow the statewide Ambassadors convention will begin. I attended a planning meeting yesterday. It is amazing the amount of planning that has gone into making this a successful event. The ambassadors have done a wonderful job; I think you will be impressed with their efforts. I participated in the Chamber's Handshake marketing effort last week. We met with current and potential members. We plan to do some follow up next week. We felt it was effective and had a good time. We are considering doing this 2-3 times a year. The Chamber members that we visited were surprised and delighted to see us. Chamber membership has never been more important, especially during these changing economic times. Our community needs to stick together and work together if we are going to prosper during these unprecedented times. To quote Benjamin Franklin, "We can hang together or hang separately."

Director's Report- Timm reports we did have a good time reaching out to our members and potential members. We are going to hear from our committees on their goals for the upcoming year.

Treasurer Report- Timm reports that the economy is hitting everyone. We have had several businesses pull out. Businesses are tightening their belts, but we remain financially healthy.

Leadership Coos – Beth reports that our goals are primarily the same as last year. We would like to continue getting the participants who graduate of Leadership Coos involved in the community. We are pleased that we have seen an increase in people from small businesses be able to attend this program. Four scholarships were given to applicants that would not have been able to attend without some financial help. We would like to thank the Chamber, Umpqua Bank and Engle Furniture for providing those scholarships. We recruited three alumni from the program to the Steering Committee this year. We are on track.

Tourism- Margery reports the Mission statement for the Tourism committee. One item listed there is partnership and communication on a local, regional, county and state-wide level. We think it is very important. Our lead efforts have been with the Tuna Classic which was successful. The Tall Ship promotion with activities on the waterfront, signal flag demonstration, knot tying and sea shanties, sharing past history and what our fore fathers did, went well. A New Carissa Harbor tour was unsuccessful as people seem to be more interested in seeing the old George Olson Shipwreck. We think that promoting the shipping history of our area is important. The Historical museum is encouraging student involvement and bringing our local history to our schools. We are supportive and participating in the renovation of the downtown Visitor Center.

Joanie mentions capitalizing on our wind. Bring David Bromberg from Lincoln City to see how we can develop a kite festival. The committee has invited David as a guest speaker to find out more about

hosting a kite festival in our area. There is a small community in Washington that the city manages to support a week long kite festival. This raises enough money to sustain the community the whole year. Margery distributed the new Charleston to Bandon brochure. We received a grant from Travel Oregon to put this together. We are working on a marketing plan to be able to update the brochure. The important thing is exploring the bike route. Please continue active communication with the Visitor and Convention Bureau, giving input for the web site tourism opportunities. Recreational tourism plays a real role in our future.

Joanie added we are looking at sharing information with other community groups, like the city and Downtown Association so we don't duplicate our efforts. So we are in focus and on track to best use our efforts.

Dick would like to see more effort in getting travelers off 101, to see what we have to offer.

Crystal would like to see SOLV involved in beach and river clean up. There event brings people from all over to help in the clean up. Possibly an event or promotion thru the VCB to invite visitors from the valley to participate in beach clean up.

Pam d asked if we could talk with other areas on the West Coast to find out how they have utilized or exploited their ship building history to promote tourism.

Ambassadors- Pam Plummer thanked everyone for their support for the convention. We have 165 people registered, most of them will bring a guest with them. This brings people to our area. Here is an overview on what the ambassadors have planned for those coming to the convention. We will be taking them to Sunset Park for a BBQ and beach party. This is being catered by NW Natural Gas. Friday we will start the morning with a Welcome from Ken. The MHS swing choir will perform. John Whitty will speak about Coos County History. Rick Dancer is a great motivational speaker, he is scheduled to speak. USCG will do a search and rescue off the docks in front of the Mill. Then we are planning a break in the afternoon to filter the visitors into the community. We will provide them with maps in the hopes to get them out to Charleston, for shopping, restaurants and antiquing. That night we will be going to the Performing Arts Center at the college. We have all different types of our community arts and entertainment groups coming to entertaining and give these people a taste of our local arts. On Saturday, Robert Lounsbury will speak on So Fast, How to protect yourself from identity theft. Pacific School of Dance will dance for us. Jay Farr will speak on Prefontaine. Mike Gordon will be a motivational speaker will talk about stepping outside of your boundaries and getting involved in your communities. Saturday night will be our Coastal theme dinner party at the Mill. Sunday we will wrap up the week-end and Oregon Coast Lab Brass Band will perform. We appreciate everyone's support. We have received many donations from lodging to meals. We will be giving these away early so it gives people the opportunity to go out and use them while they are here.

Now back to our goals, we hope to 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, 4-star awards and Chamber board meetings. We want to be seen as being part of the forefront in the community. We hope to increase our membership annually by five members. We were successful in doing that this year. I am happy to say that we have a very active committee. We continue to work on maintaining the line of communication between the Ambassadors, Chamber employees and Chamber Board. We will become more involved in Chamber functions such as "handshake marketing" and other Chamber promotions. We want to increase our annual convention participation, to promote our area at other conventions. We should promote that "The Coast is a great place to be."

Forestry & Fisheries – Eric reports that they have revamped there 2008 goals. We will continue to support the Lumberjack competition that takes place the end of June. We plan to make the competition a little bigger with an education component. This is a good tourism event. With the education component, it will help people to understand more about the timber industry. The BLM plan revision

will be out soon. We are staying involved with that. We will remain engaged with the Marine Reserve issue. New for 2009, Wave Energy is coming around. We want to stay informed on that and be more involved in the site choice; to help lessen the impact on commercial and recreational crabbing and fishing in our area. We plan to support the commercial fishing industry and their efforts to encourage state and federal agencies to actively manage our ocean fisheries so we can maintain the historic and sustainable industry. We support the local STEP the program and their efforts to increase fish stocks in the region, which brings enormous numbers of tourist dollars to the area. Stats show that this industry brings in tourists that spend around \$250 per day during their visit to the area. This a great boost to the local economy. Those fish are coming from the STEP program.

Dick request that pertinent information on Forestry and Fisheries be sent to the membership to keep us informed so we can make informed decisions. Send to Timm he will e-mail the information to the membership.

Discussion on Wave energy,

Joanie mentioned that the Japanese are interested in Wave Energy. The possibility of buoys being built here and shipped to other areas

Eric added that Buoys are in a prototype phase and that we should be cautious. It was been reported that it takes more energy to build the buoys, than we will every recover.

Timm attended a meeting at the OCCI on Wave Energy. There are six different styles of buoys, each radically different. Wave energy is where wind energy was 20 years ago, still working on the best design. The current design, the base is as large as the cement slab for a garage and the buoys stand as tall as the Tioga Hotel.

Ron added that he attended a meeting with the Coos County Commissioners on wave energy.

Matt added that if these buoys fail, there is no other use for them. There is a Jetty system that does the same thing with great success. If the system failed we would still have the Jetty. Buoys vs Jetty system, the Jetty system is great; it would eliminate cost of maintenance. As a community we need to look at if the buoys fail, who is going to clean it up. The Jetty system has been working great in Scotland.

Ken suggest that this would be a good IBO subject.

Economic Development-Chris reports our 2009 goals, to provide an opportunity of economic developers, private business and the general public to share timely information in a round table fashion with meeting topic and speakers that stimulate constructive conversation. One of our goals this year is working closely with the Chamber and Small Business Development Center on the New Business Challenge. We will be announcing that at EOF in December. In the newsletter for October, we are looking for sponsors. The other two things that we are working on are our land inventory and links for people to find information on meetings and an open forum to have discussions. I encourage you all to come so we can have discussions like this. We will have a topic each month.

Timm adds that there is a good core group of 12 to 15 people. They are project focused.

Chris suggested having Matt speak and get information out to members about the Jetty energy project.

IBO- Dick reports that this year we focused on our mission statement. 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 and the things that impact it. We need help on the Steering Committee, right now Timm heads and I am the committee. We are scheduled for IBO's through February. Wave Energy would be a great topic for an IBO. If you have any suggestions, please call us.

Transportation- Timm reports that transportation has been right out in front for sometime. This past year we have heard about Rail Road, Seaports, Highways and Airports. Martin has a lot of credibility with ODOT. He could use active support. Look over the goals, they have been very successful. If you find something that you are interested in, give Martin a call or call me. Look at the Newsletter for meeting times and sites.

Ray added that the Port voted Monday night to extend the lease for the Weyhaeuser property for Jordon Cove project. There will be a meeting at the North Bend Community Center on October 27th. Please attend this meeting; we need to show our support. FERC will be there.

Dick suggests if information can be sent to members with talking points to focus on, it would be useful. Discussion took place on the e-mails being sent by the Friends of LNG. They are just sending an e-mail with an attachment, not saying who it is from so people are afraid to open the attachments.

Government Affairs- Timm reports that things were redesigned last year, with the idea to inform our membership about and create opportunities for dialogue with all levels of government. To increase the Chamber's influence in the development of public policy concerning issues of critical importance to the future of the Bay Area and its businesses. We moved to quarterly meetings. The end of this month the forum will be a forum for County Commissioners. I am trying to restructure that into a Coos Bay Mayors forum. Rick Howell will moderate. This is a good opportunity for the candidates to speak to a number of business people.

We will try to provide the Chamber board in a timely matter with policy positions to endorse on issues of critical importance to our area.

Ensure the bi weekly phone calls to our legislators take place with Rick Howell at the college.

Organize and designate a new Government Affairs committee to develop this important work.

Crystal suggests that less government and more business be involved in the legislative calls. We need to have small business heard.

Four Star- Sherry reports that Four Star Awards are a great way to recognize outstanding customer service. Please e-mail to Timm, let us know what business you received outstanding customer service. Businesses will be awarded on a quarterly basis. We will be awarding those businesses in a couple of weeks.

Suggestions were made to make the cards more available. We need to issue a press release on the quarterly winners. Promote 4 Star service awards regularly at IBO and in the Chamber newsletter.

Winners are awarded at the Annual Banquet. Winners are proud of their plaques.

Sherry shared that we hear that businesses are not sure of the value of the Chamber to their business.

Our goal should be to let people know about the value of being a Chamber member. There are 600 businesses that find value in the Chamber. Raise publicity to another level with press release.

Membership- Timm talked about our new strategy. Our focus is to insure value to our new members.

Getting information out and people engaged. We are going to do handshake marketing at least twice a year.

We are also working on a systematic way to get out and visit with member through out the year.

Look ahead to Leadership, cultivating Board members and officers. Find people who want to be involved and active.

Planning meeting is on October 24th at the Coos Bay Library. I will get the time to you soon.

Ken adjourned.