

Bay Area Chamber of Commerce
Board Meeting
July 7, 2010
The Mill Casino-Saw Blade Room

Board Members present: Lucinda DiNovo, The Mill Casino/Hotel; Eric Farm, Menasha/Campbell Group; Matt LeDoux, Fishermen's Wharf; Matt Jarvis, Jarvis Communications; Crystal Shoji, Shoji Planning; Tina Milburn, Hough, MacAdam & Wartnik; Renee Middleton, US Bank; Pam de Jong, The Star of Hope; Brooke Walton, Sterling Savings Bank; Margery Whitmer, Betty Kay Charter; Jessica Randle, The Human Bean; Terra Enstrom, Aviation Transportation; Dana Webber, Sterling Savings Bank; Clark Walworth, The World.

At Large or Ex-Officio Board Members present: Joe Benetti, Coos County Airport District, Sandy Messerle, South Coast Development Council, Theresa Haga, CCD; Rodger Craddock, City of Coos Bay; Martin Callery, Port of Coos Bay; Mark Mattecheck, North Bend Lanes; Paul Janke, Bay Area Hospital; Patty Scott, Southwestern Oregon Community College;

Others present: Bruce Bennett, C-CAT; Dick Leshley, Yellow Cab; Jenny Bream, Ambassadors; Sherry Yarbrough, Umpqua Bank; Timm Slater, Bay Area Chamber of Commerce, Pam Cottrell, Bay Area Chamber of Commerce.

Lucinda called the meeting to order and welcomed everyone. Introductions were made around the table.

The minutes from June meeting were approved with no changes.

President's Report: Lucinda reports updates on the membership drive. Of the 112 new recruited members, 81 have paid leaving 30 that are still outstanding. Timm will email a list of those outstanding accounts. Would you please contact those that you recommended for membership?

New members' reception was held on June 15th at the Coney Station. We had about 80 members attend. The second new member reception will be held July 13th at Walt's Pour House. Please plan to attend it. The new members do appreciate meeting the board and other members.

Fundraiser Taking Care of Business II will be held at the North Bend Lanes on August 26th. Our goal is to have 14 teams attend. Please contact Pam and sign up your team.

Saturday October 30th we will host the Monster Bash at the Mill Casino. Lucinda and Jessica will be planning this event. The Mill Casino has given the Chamber this Halloween event. We have the opportunity to entertain about 200 to 300 people.

For the new Visitor and Convention Bureau the executive committee has voted Mark Mattecheck as our Chamber representative. We do appreciate Deana Scott's work for the past three years.

Lucinda thanked Sandy Messerle and her team at SCDC for the wonderful SDAT process.

Executive Director Report: Timm reports that the handbook from the Medford Chamber is being revised. There are many items within the document that once revised will be of value to the Chamber. He plans to have the book revised and to you in September. It looks as if the Medford team will visit us in August.

Committee Goals, in our planning session last October we identified four focus areas. Within those four focus areas we set goals that we wanted to meet each quarter. Some committees were very successful setting and meeting their goals, while others were not as successful. We are working on a template using that format to be given to every committee chair by the end of the month to help them in development of their 2011 goals..

The Fair Director has contacted us about Community Days, at the Fair. The Bay Area Day will be Friday July 30st. The first year community days were focused on City. The second year's focus was on Businesses. This year's focus will be on local businesses again. Once we have information on this event we will be getting it out to you.

Economic Development & Business Retention: Clark reports the focus was on the Chamber's response to SDAT recommendations as the last meeting. We need to rebuild membership with in the committee and attract business people.

Membership-support, development & engagement: Lucinda reports that the committee has been quiet this month. We have organized the new member receptions. For the 3rd quarter we will be focused on our two fundraisers, Taking Care of Business II and The Monster Bash.

Government Affairs: Eric reports that we have the Chromite Paper to take a look at and discuss.

Community Cooperation & Communication: Crystal reports that they are working on an outline of a plan to "brand" the Chamber. What does the Chamber want to project? We welcomed two new members to this committee, Matt Jarvis and Elise Hamner. We have an excellent committee.

Ambassadors: Jenny reports there were no Ribbon Cuttings this last month. We did attend the New Member Reception. There was a great turn out of members. It was a nice way to meet face to face. Business After Hours was at Sol Coast last week and also was well attended. We are currently working on the basket we take to convention each year. This basket is filled with donations from our area, showing off who we are and what we offer to visitors. Please let us know if you have items you would like included in this year's basket. The Convention is in Astoria. On July 16th we will have two ribbon cuttings, Painted Zebra Designs and the North Bend Waterfront Boardwalk.

Tourism: Margery reports that Dave Wash with BLM spoke to the committee on natural resources and updates for the area. The Tourism committee has a new chairperson Debra Rudd. Tourism Committee meets the 3rd Thursday of the month, location to be announced.

Forestry & Fisheries: Eric reports the Salmon Derby will be September 11th and 12th. We are working on a sponsorship letter to be sent out to the membership. Douglas Timber Operators will be a major sponsor this year. We will be asking for drawing and auction items. We are going to try something new this year with a BBQ Friday night before the Derby. Also this year we will be selling tickets for a \$500 cash prize. You will be able to purchase these tickets if you are fishing or not fishing.

We need volunteers for the Derby to help at the boat ramps from Dawn to 6PM.

On the Forestry side, we will meet today at 1PM in the Port conference room. The topic will be Bio Mass. Please join us if you are interested in hearing about Bio Mass options.

IBO: Dick reports that the committee has not been active this month. Next month we will firm up who is on the committee for IBO. We are looking at changing the format structure with a "2fer". We are looking at having our main speaker as always and adding a business speaker each week. IBO is a fun networking and educating opportunity.

Coos Bay/North Bend Visitors & Convention Bureau: Mark reports that the intergovernmental agreement is moving along. Both Cities have signed the agreement. Joe Monahan from the Red Lion will represent the Hoteliers, Joanie Johnson will represent the City of Coos Bay, Larry Garbodon will represent the City of North Bend and Deana Scott will represent The Mill/Casino Hotel.

Katherine Hoppe has been elected as a board member for Travel Oregon. Eight French tour operators came and visited our area. These kinds of visits will mean business for us in two years. We try to stay focused on the current Chowder Bounty program. He would like to get the ok to send out e-mails to everyone because it will involve community and restaurants.

We have hired "Out of the Box" marketing and have been working with test words that will channel visitors to the Internet. Our web page hits are increasing. We are expanding on the test market from last year. Our target is for the slow season, starting October and through the winter that is when our motels need business.

We received another award from the State of Oregon for our partnership with Bandon and other south coast Visitor and Convention Bureaus. This is the 3rd year we have been recognized by the State. This helps in Travel Oregon deferring some funds to us.

The grant process from Travel Oregon is open. We have received 3 of the 4 grants that we have asked for. This amounts to about \$60,000 in marketing money.

Also at our meeting we will be reviewing requests for advertising on our web site. We look at these requests once per year and add them to our marketing plan and submit the event on our web page if it is appropriate. If it is a local event that does not bring people to our area, we will not add that event to our marketing plan.

Bay Area Hospital: Paul reports a lot going on at Bay Area Hospital. We are working on developing the hospital to a major facility. Plans are to add 90,000 square feet to the facility. Designs are being looked at, architects hired and adding contractors to the design team to create the most cost effective building we can.

Port of Coos Bay: Martin gave a brief update on the rail line. American Bridge is in need of rail service to support some projects they will be bidding on during the next several months. We are going to go to the FRA(Federal Railroad Administration) and ODOT Rail to see if we can get a temporary operation set up to provide service to them. Also a couple of wood product shippers would be able to use the service by reloading at American Bridge facility instead of a Eugene/Springfield facility. We would do this on an interim bases with the approval from FRA. We hope to have service in August or early fall.

Title II a federal funding program, we will be applying for \$13.5 million we will match that with \$1 million dollars from the Port. Application deadline is July 26th.

Charleston: Matt reports that tourist season is here. We are seeing visitors from Idaho and New Jersey. Tuna is being caught. Sport fishing opportunities are good. The Seafood Festival will be August 21st.

SCDC: Sandy thanked everyone for their participation and support of SDAT. The turn out for the break out sessions was wonderful. Thank you to the Chamber and The World Newspaper for getting the word out to the people. The report is available on line at American Institute of Architects sustainable design assessment team.

In the future, Joyce Jansen and Sandy will attend the Oregon Economic Development Conference in Grants Pass. In August we will ask for the Chamber's support as we work on an Eco gardening Study. We are working on the design format and goals now.

Coos County Airport District: Joe reports that the airport has seen an increase in private flights, due to the opening of Old MacDonald golf course. The airport is currently working with PDX on advertising for North Bend.

Southwestern Oregon Community College: Patty reports that official ground breaking has taken place for the new campus in Southern Oregon. The land was donated to the college from US Borax. We are the first group in Oregon to take advantage of the Economic Recovery Bonds allotted to SOCC. It's over \$6 million with the government paying the interest. This fall we are seeing a 10% increase in enrollment to the college.

Transportation: Bruce reports that this committee is taking a hiatus the month of July. We plan to meet the first Thursday in August at the South Coast Business Employment corporation's board room. We hope to have the airport manager speak at this meeting. We will be sending invitations by e-mail and look for a good attendance.

CCD Business Development Corp: Theresa reports that an old local business, Molly's Pizza has been purchased and is now being remodeled. They plan to be open before school starts.

City of Coos Bay: Rodger reports that the 2nd annual Clamboree was great. Also had the grand opening and fundraiser for the Boat Building School. They signed on 45 charter members and raised \$9000.

A new business in town, Taylor's Fish Market, is on the Coos Bay boardwalk, they have very good food. August is the move in date for the new Visitor Center.

The Farmers Market is doing great. They had 45 vendors last month and are expecting over 60 vendors next month.

Star of Hope: Pam reports that the Star of Hope will host their 2nd annual Bluegrass Bash on August 7th. We are still looking for vendors and also sponsors. We have received wonderful support of The World, K-Dock, KCBY, KEZI and Fox. By becoming a sponsor we will use these avenues to get your name out to the community. This will be a free concert this year with four bands.

Board broke for Executive Session:

Following the executive session, meeting was adjourned.

