

## Bay Area Chamber of Commerce

### Board of Directors

October 7, 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; Ken Croes, KCBY-TV; Mel Campbell, Campbell Vacation Apartments; Jessica Randle, The Human Bean; Pam de Jong, HOLM; Dana Webber, Sterling Savings Bank; Eric Farm, Menasha/Campbell Group; Chris Davis, Carson-Davis Oil.

**Other present:** Chris Christoffer, Sterling Savings Bank; Matt Jarvis, Jarvis Communications, Inc; Rodger Craddock, City of Coos Bay; Joe Benetti, Southwestern Regional Airport; Jan Willis, City of North Bend; Rob Schab, Coos Bay-North Bend Water Board; Patty Scott, Southwestern Oregon Community College; Nate Traylor, The World Newspaper; Rick Keating, Sterling Savings Bank; Sandy Messerle, South Coast Development Center; Timm Slater, Bay Area Chamber of Commerce; Pam Cottrell, Bay Area Chamber of Commerce.

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

September minutes were approved.

**President's Report:** Sherry shared a brief review of the Executive Board meeting on September 24<sup>th</sup>. As you know we have been looking at the financials. We have work through the budget and tried to clean up some areas. One of the issues was payroll. This brought us to the decision to we needed to lay off staff. As of Monday, September 28, 2009, we laid off Kathy Schmidt. This leaves us with a staff of two at the Chamber office. We are going to try to work with some volunteers to help with that third position.

We also talked about our Chamber planning session, which will be Friday October 30<sup>th</sup>. A survey has been sent out by e-mail. To save postage we are trying to do as much e-mail as possible. If you have not received the survey, please let the Chamber know and they will send it to you. We are using a service, Board Retreat in a Box. By using this service all of your responses are anonymous.

Also we talked about the Profile. Tony has probably contacted most of you about advertising. This will be Tony's last year. He is moving to Hawaii.

Membership, we are currently at 567. We lost 42 members this year, basically due to economics or business closures. We have gained 29 new members. We will continue working on membership.

IBO, attendance is down. This year we are trying to have monthly sponsorships to help with the cost. This has been hard, as all businesses suffering right now, but we will keep working on that.

New Business Challenge, we have 5 business applications. We will be awarding the winner of the Business Challenge at IBO at the end of the month, at the Government Affairs IBO on October 28th.

Currently we are in a Board of Directors election. We have 10 candidates and four seats. Please send your vote to Timm by October 16<sup>th</sup>.

We are also looking at grant opportunities for some of our programs, to help us financially, and supplement our revenues.

Lucinda is going to help Timm get the Chamber set up on Facebook.

**Executive Report:** Timm welcomed everyone. We are putting a lot of time and energy into the Visitor Center RFP response. We finished our response and submitted it a day early. We were the only ones to respond to that.

There were two options, brought before the City Council. First option was to have the Chamber run and operate the Visitor Center. The other was for a City employee to oversee the operation of the Visitor Center. Joanie stepped back from the discussion because she is a board member. The others discussed the issues, John Pundt moved that the Chamber run the Visitor Center and it passed with a vote of 4-2. Rodger and I will be meeting to put together the contract for both sides to approve. I think that a positive result was achieved, with the longevity and working knowledge on the Chamber running the Visitor Center being acknowledged by the City Council. We will actually start recovering some cost that we had not in the past. We will make some revenue for the Chamber from this new agreement.

Board acknowledged Timm's good work on this project.

The Chamber will continue to manage the Visitor Center from a separate office, just as we have done in the past. Timm reminds the board of the fun had at the last fund raiser which was "Taking Care of Business" bowling party. Our next fund raiser and opportunity to get together, socialize and have some fun is October 30<sup>th</sup>, Bay Area Chamber of Commerce "Monster Bash". The Monster Bash will be at The Mill Casino in the Salmon room from 7pm-10pm. Tickets are \$10 a piece. St John Entertainment will provide the entertainment in exchange for one year Chamber Membership. There will be a No Host Bar, which we will pay a \$100 fee. The Mill has waived the fee for the Salmon Room. There will be dancing and please wear your best costume.

Crystal request that dollars are actually exchanged for the membership trade, to show it on the books.

Also on October 30<sup>th</sup> from 8am-12 Noon, the Planning Retreat will meet on the 2<sup>nd</sup> floor at The Mill. As we explained earlier, we are using Board Retreat in a Box. This is our second year using this product. Please take the time to fill out the survey. To date we have 69 responses, last year we had 110 responses. This gives you the opportunity to share your thoughts on the top 3 issues, Top 3 programs and changes you would like to see improvements in. Also we will consider what committees should we have, what committees are not needed. We are going to look at activating a membership committee and fund raising committee. Material will be summarized and sent out to the board. Last year those who attended found it to be a productive use of their time.

Our By-laws were last reviewed six years ago. I think that around the new year we should take a look at some by-law revisions. The one that we are looking at now concerns our community at large directors. The By laws read that we appoint four At Large Directors each year which have voting rights. I would recommend that you take a look at the current at large directors we have and at the new year we will look at revising or enforcing this by law. As it stands now we have Angie Jacobson, Pacific Power, she lives in Bend and has not come to a meeting in sometime. Martin Callery, The Port; Theresa Haga, CCD; Sandy Messerle, SCDC; Rob Schab, Coos Bay/North Bend Water Board and Joe Benetti, Airport are the other at large directors. It was moved and seconded to designate the current six at large members, that are voting members through December 31, 2009. We will finish the year as we have operated and revisit our by laws come the first of the year. The motion was accepted by the board.

**Treasurer Report:** Chris reports that we have been trying for years to produce a report to help manage the Chamber. With Jim Hough's help at Hough, MacAdam and Wartnik, we have come up with a financial report that helps report our financial situation. The Chamber is on a cash basis. If you look at the report that has been handed out, The Chamber has Revenue of about \$19,400.00 and Discernments of about \$19,500.00. This looks fine, until we look at the next page and see where the money came from and where is it suppose to go. Of the \$19000 that was received or spent, \$7000 came from tuitions collected for Leadership Coos. This money is not to be used as running operations, but is to be used for future Leadership Coos obligations. At the end of Leadership Coos, if there is money remaining, that money is able to be used by the Chamber. Sometime back we took a look at the budget and realized that we were eating into our reserves at a alarming rate. The Executive Board met and decided that we needed to get revenue back inline. The 2009 budget called for a line item of fund raising in the amount of \$26000.00. Had we been successful in doing that, we would not have eaten into our reserves and would have more of a cushion. We have had one fund raiser, the bowling which produced about \$1000. Another fund raiser is planned; the Monster Bash which we project will be another \$1000. We are trying to get our expenses in line. One of the things that is unfortunate and was a difficult decision, was to lay Kathy off. We have some more belt tightening to do. The board along with HM&W, is putting a lot of time into developing a report and format that will more clearly show revenue in and revenue out.

Rob adds that it is important that the board look at the Chamber finances, as a board it is our responsibility to assure that our finances are in order. Developing a report were we can accurately see the money coming in and going out.

Crystal shared that Leadership Coos is not actually a money maker for the Chamber, it pays for itself and there may be some money left and is really probably used in areas not reported, like the time spent to run the program. She wanted it to be clear that the Chamber is not making money by overcharging.

Joanie reminds that board that it is important that we all participate in fund raisers and really support this. She and Jessica are going to work very hard on putting "fun" back into fund raising.

Sherry let the board now that the executive board, as well as Timm, Chris have spent a lot of time working with HM&W putting this report together. We just wanted to share with you that this is being addressed.

## **Committee Updates:**

**Economic Development-** Chris reports that primary our goal was launching the New Business Challenge. Pam shared that we have five start up businesses apply. They just need a boost and one of them will get that. This program comes from Cheyenne Wyoming. We borrowed and made it our own. Arlene is very happy with the first time turn out. Thursday we will have our meeting to choose the winner, and who will be announced on the 28<sup>th</sup>. Chris concludes that there is \$16000 in cash and in kind services that has been donated by Chamber members and businesses. This is a real positive grass root economic effort.

**Forestry and Fisheries-** Eric passed out the goals for 2010. There is not a lot of change from past years. Tracking Federal government as far as BLM plans, marine reserves, Wave energy and commercial fishing quotas. The one addition, the Lumber Jack competition that we use to support along with the Mill Casino is not happening any longer. That has been replaced with the Salmon Derby. Which is in its 10<sup>th</sup> year. The money will be used to support salmon and natural resource education in the area. As a Chamber we are not in a financial situation that we can financially support it, but in other ways through e-mail distribution and workers we can help make it happen.

**Tourism-** Margery reports that in 2010 we plan to lead an effort to support a Quest Book for the Area. This will help visitors to our area learn who we are. It works like a treasure hunt with a passport that promotes people to tour our area and be educated about us. We will have a speaker next month who will be sharing about this idea. The speaker is Jamie Doyle. The South Slough is also interested in supporting this idea with us. We hope to promote our maritime history and art in the bay area. We also expect to support the new Coos Bay Visitor Center. Also we will support and participate in the 2010 Tuna Classic. We will continue to develop social media. We have a nice brochure and tour map for Charleston to Bandon. The Tall ship concept, we have promoted in past years. It is a challenge with ships having trouble calling on our Port. We are setting aside that promotion, but will continue to keep it in mind. We plan to support Coos County tourism and continue hospitality training. We are looking for someone to chair the Tourism committee. It would be nice to see some new faces.

Timm reminds that Martin Callery has chaired the Transportation committee for many years. He will be stepping down. There is an opportunity for someone to chair that committee as well.

**Leadership Coos-** Rick thanked the board for looking at the budget and clarifying how the Leadership Coos budget fits into the Chamber budget.

One of our first goals is to encourage a wider range of participants in the program. We would like a good sample of the community. I think that this year we have a broad sampling small business, government and retirees. I think that is working very well.

We encourage people to get involved, and increasing their community awareness. I think that this is hard to track, but when we talk to the participants and get their feed back at the end of each session, their comments are enlightening on what they thought was valuable for that particular day.

This item really ties into the discussion today. To assure that the program is self sustaining. We did look at the budget during our planning session in June. We did have to recognize the two largest expenses we face are transportation and food. We grapple with those every session and they continue to increase.

This caused us to look at this next goal, which is maintaining the class size of 30 participants. So to meet the expenses we increased the class size to 32 this year.

**Government Affairs-** Timm reports a purpose to focus on designating an expanded government affairs committee to develop this work. We have not had an active committee the past couple of years. This is an important group to have, develop our influence on local government and address the issues. Continue to hold quarterly meetings, using IBO luncheon sessions to focus on government issues that impact us from the city, county, state and federal. To provide in this forum not only the opportunity for information , but also dialogue.

To ensure that bi weekly phone calls to take place during the 2010 legislation. Which I assume that Rick will head this. He did an excellent job for the 2009 session. You had the opportunity to pose questions, whether you where there or not. You received a report on the questions as our legislators replied. If you do not have the opportunity to attend the meetings, send your questions to Rick and you will get a response to them.

That is our focus, we have tremendous opportunities in Government affairs. We, as an organization that is community based as well as business driven ought to be taking positions to help influence where a policy is going as it effects your business or your community.

**IBO**—Sherry shares that this is one of the items that will be reviewed at our retreat. We are going to be looking forward on how we are going to be doing IBO. Will we continue on a weekly basis or more quality meeting twice a month? These are the kinds of things we need to look at.

**Committee Reports:**

**SCDC-** Sandy reports that SCDC has been exploring the possibility of a program that we would like to apply for. Countywide leaders attended a luncheon last week and participated in a teleconference at the community college to explore the possibility of this program. It is the American Institute of Architecture. It is called the SDAT program. Through their philanthropic arm they select 8-10 communities per year. Those communities go through an extensive application process, which we are in the process of now. They put together a team of specialists. It bases its work on what the community says its basic needs are. They evaluate and give an action plan and policy for greater livability, economic growth and sustainability for the future. We have approached them and asked if they would consider doing this on a countywide base. To include the entire county, looking at things like transportation, how do we get greater connectivity to I-5. It is timely and necessary to our area to do this as a unified effort as a region as opposed to individual communities. The cost of the study is \$25,000.00 - \$30,000.00. If we are selected, they will need a commitment of \$5000 from us. I have two commitments of \$500 already, toward the sum. We need for everyone to be invested. The deadline is November 13<sup>th</sup>. The fifteen county leaders that come together last week that attended that conference, the general consensus is to go for it. I will be asking city managers to meet with me to find out city needs to help with the application process. They do have a website [www.AIA.org](http://www.AIA.org). This tends to be a study that does not set on the shelf. Communities tend to follow through. It creates synergy. The community that has done the best with this program is Dubuque Iowa. They developed a check chart. So as they accomplished something they checked it off. The community that interested me was Port Angeles. I spoke to FONSI the other day and they said the difference between their downtown now compared to two years ago is dramatic. We hope to deliver this to Coos County. Your input is greatly appreciated.

**City of Coos Bay-** Rodger is happy to report that the city is entering into another contract with BACC to manage the Visitor Center. A grant has been issued to improve the boat mural that is on Broadway.

**City of North Bend-** Jan welcomes Rodger and offered her assistance. The league of Oregon Cities meet last week. It was a very good conference. We brought back a lot of information.

I hope everyone will join in the North Bend Hotel tour, which will be tomorrow or Friday, The World will have the times.

We will have a preconstruction meeting with the contractor for the Waterfront project on November 19<sup>th</sup>. We are very close to driving pilings this will be starting in November.

I meet with Dick Clarkson with Confederated Tribes yesterday. Dick showed us plans for a 4 plex and a duplex to be built starting next week on the reservation in the city of North Bend.

Yesterday at 1pm, our police chief and I participated in a teleconference with the White House on H1N1 virus. We learned quite a bit. Posters will be posted and sharing our continuity plan and getting ready for the virus. Please send web site out to members [www.flu.gov](http://www.flu.gov). Let's not overreact, let's educate.

We awarded a bid to Larry Borrows to put a new roof on the Community Center. This will begin any day. The roof was a flat roof plans are to add a pitch to the roof.

Open house at the Fire Department 5pm-8pm on Friday. The volunteers put together a good event. Umpqua will be handing out ice cream.

**Charleston-** Mel reports that she will be leaving the BACC board. Charleston is unincorporated. We depend on you a great deal. Most of our merchants are members of the Chamber of Commerce. Please continue to say Coos Bay/North Bend AND Charleston. Margery will continue to speak for us in Charleston. Thank you everyone. Charleston Visitor Center is closed for the season.

**Southwestern Oregon Community College-** Patty thanks everyone who came to the new student orientation and supported it with your business.

This is the second week of school. We have a flu plan and are working with the county they are providing 200 shots for students in housing. We will be looking at how to accommodate students and faculty who may become sick. State level, there is a study going on looking at semesters. They approved a bill to study things going in that direction. Another part of that bill is to look specifically at educationally attainment to include rural Oregon. The Rural Oregon act has been defined to mean all areas off I-5 corridor. I am working with other Community College and University presidents to try to establish what is rural. In order to participate in Presidents Obama plan that distance education be available and free, we need to have the infrastructure in place.

**Southwestern Regional Airport-** Joe reports that the Airport is down to three final applicants for its new general manager. The 20<sup>th</sup> we will conduct the interviews and make a final decision to hire someone.

The North bound flight change to 1 flight per day. That will begin next week. Hopefully to pick up again next spring. Skywest is working with Alaska going north bound. This reservation system is in the works.

If you are wanting to go to Portland and back in the same day, we are working on it.

Crystal shared a tribute to Bruce Cosgrove who passed on Friday. He was a great supporter of the Chamber.

**Coos Bay/North Bend Water Board**—Rob reports that the water board is working on financial audit which will be completed at the end of the year deadline.

The project on 10<sup>th</sup> Street in Coos Bay was completed with in 3 days of the original scheduled completion and under budget by water board crews.

Shorewood tank project was the replacement of an old redwood tank in the Shorewood area north of town with a glass tank. This is a real waterfall boost for that part of the community.

We are finishing up the pre design phase of the water treatment plan expansion and upgrade project. This was a \$11 million project. All the financing of the revenue stream to pay that debt is in place. There will be no more rate adjustments for that project. The project is designed to meet our needs for the next 20 years. This should be completed in 2011. This includes water quality upgrades to insure that we will continue to be in compliance and to increase our gallon per day capacity and room for growth.

We have received a \$50,000 grant to study hydro electric application for the upper dam. That study is coming to conclusion and will be a component of this project. OCDB is that we are eligible for a loan for the safe drinking loan program. We thought we were going to get a 6.9 Loan on the \$10 million, we got an interest rate of 3.26%. This insures that the debt service payment will fall with in the allocated revenue.

Finishing up this quarter, the water management and projections for water for the next 50 years. This will be submitted to the state by the end of the year.

We opened bid for or accounting and we are under budget.

Meeting adjourned.