

Jacksonville Chamber of Commerce & Business Association Thursday, August 2, 2018 Board Meeting Notes

Present: Jerry Hayes, Luis Rodriquez, Bobby Abernathy, Joe Surgess, Arlis Duncan, Cindi Hickey, Tim Balfour, Robert Roos, Mike Gantenbein

Absent: Sandi Whittle, Ian Bachtel, Kelly Cason, Erik Johnson

Old Business

- Next Steps - Proposed Meals Tax - Board approved \$1,000 donation to the political action committee now that the item is on the ballot. Expenses will include printing of table tents and signs, a mailing and advertising. Tim Balfour will be writing pieces for the Review to express the Chamber's position.
- The board discussed providing information to members to increase awareness of the issue and why the Chamber board has taken a position against the proposed tax
- Speaking points and additional information will be provided to Chamber members (This information is available at: <http://jacksonvilleoregon.com/current-information-chamber-members/>)

Marketing & Visitor Services

- Revised Historic Sites Map – Major changes were made to the historic sites map in preparation for a reprint. The size was increased for better legibility and the buildings were split into two categories – 1. Home & Churches, 2. Commercial. Each side of the map will have one of the categories of historic sites that includes the roster and the map. This eliminates the problem of having to flip the map over to identify the building from the roster. The split in categories also reduce the number of buildings on each map, with the shorter roster of buildings being easier to understand.

Changes were informed from feedback from information center staff interactions based on their interactions with visitors.

- Branding Initiative – Tim has continued working with Lookout marketing company on the new branding initiative. He shared some of the work at the June membership meeting. Deliverable that will be or have been delivered include:
 - Brochure – This piece is distributed throughout the state and into surrounding areas to attract people already on the road or planning trips.
 - Ads – several print ads and web ads were created and are in place on the Travel Oregon website.
 - Merchant Map into Visitor Guide – The next item will be working on a visitor piece that is handed out in town. It will be a take-off of the merchant map but will be developed to help visitors have a better Jacksonville experience.
 - Website visual design parameters
 - Branding Guidelines document
- VIC Air Conditioning – The central air conditioning stopped working in July. A portable air conditioner was purchased. AC company is looking for replacement parts for the unit. It is an older unit and parts are difficult to find.
- New Tires for the Trolley – When a rear tire blew out it was determined that all four of the rear tires needed replacing due to age and condition. The front tires are still in good condition.

New Business

- May Promotion – Airstream Rally & Wine Walk – The Oregon Airstream club does an annual event called Airstreams on Main in which club members can bring their Airstream Trailers to a small town to give it an economic boost. The trailers are parked along the main street and are open for public viewing during a set time. These events have been in Lincoln, OR for the past two years and the club is interested in a different location.

Board member Tim Balfour is a member of the Airstream club and has had conversations with their president about this opportunity with a tentative date of early May. The club needs light electrical service – meaning not the full 30 or 50 amp hookups.

Discussion about locations for the trailers landed on possibly using the 4 blocks of 4th & 3rd Streets adjacent to California. This could work better for running power cords, brings attention to businesses on those blocks, leaves parking on California Street open and eliminates the need to close the highway for set-up and removal.

It is suggested that the town add another attraction to make the event more successful. Having a wine walk was discussed.

The board was in favor of this and will continue working on it.

- Victorian Christmas Parade – Bobby Abernathy reported that they have verbal confirmation from 30 entrants. He asked that all Chamber members who are available represent the Chamber in a walking group in the parade. More information will be coming.