

Jacksonville Chamber of Commerce & Business Association

Thursday, October 4, 2018 Board Meeting Agenda

Bella Union 8:30 am

Present: Mike Gantenbein, Arlis Duncan, Bobby Abernathy, Sandi Whittle, Jerry Hayes, Erick Johnson, Robert Roos, Tim Balfour

Absent: Ian Bachtel, Cindi Hickey, Joe Surges, Luis Rodriguez

Old Business

- **3rd Street Park** – no update
- **Haunted Trolley Update**
 - Tour Development – Script, Special Effects/Sites/Costumes are all pretty much finalized. Small changes expected as details are worked out.
 - Ticket Sales – going very well. Expect to be sold out Friday & Saturday. Will be moving tickets set aside for in-house sales to the online store next week in order to make them available. In-house sales have been minimal this year. Monitoring Thursday & Sunday and will add in later tour times as needed.
 - Volunteer Recruitment – still needing some help on Sat & Sunday with passenger boarding. Character roles are vacant for Sunday. Mike G & Sandi W will take on oversight for food.
- **Victorian Christmas**
 - City Hall Lighting – will probably not be happening this year. Lighting company hangs lights every year and annual costs would be significant.
 - Tree – Tim will confirm with Barlett Tree service about cutting and installation.
 - Parade – Tim will provide Bobby the parade entry form and other documents. The online form has been live for several months.
 - Payments for Lighting/Garland & Sponsorship – Invoices sent and payments coming in.
- **Proposed Meals Tax Update** – discussed timing of the initiatives planned. Encouraged board members to post signs and make info cards available to their customers

Marketing & Visitor Services

- Revised History Sites Map – Tim to provide copies of the updated/enhanced historical sites map. Revisions created a residential map on one side and a commercial map on the other so the roster of building names/info is on the same side as the map. Also increased size for better legibility
- Branding work
 - New Brochure at printers – this is the piece that is sent out across the state and contiguous areas. Not used in-town as it is more generic with the goal of driving viewers to the website, or to town while on a trip.
 - Visitor Map started design phase – this will replace the merchant map and will focus on visitor related businesses and relevant information. The Chamber will

created a business directory after the first of the year to provide information on all businesses in town.

- Branding Guidelines – the final deliverable for the project is the branding guidelines which will be applied to future marketing collateral and online.
- Website – after January 1
- **Travel Southern Oregon – LGBTQ outreach** – TSO has discussed the possibility of a marketing campaign targeting the Lesbian, Gay, Bisexual, etc. market. Marketing to a smaller group, more defined group can be less expensive than broader based campaigns and this market tends to spend more on travel and is a good fit for Southern Oregon.

Discussion centered on relevance of the initiative and benefits for Jacksonville. Tim will participate in any future discussions and relay back to the board for possible participation in such a campaign.

- **Info Center:**
 - Pavement – City has scheduled work to grind down the raised pavement.
 - Air Conditioning – City is waiting on proposal for air conditioner replacement. The first idea of the min-splits units won't work due to the need to place a heat pump outside. It would have to be on the ground as the building has no high wall surface area due to its roof lines. And there is no space around the building for the unit to go. So the replacement will have to be housed in the attic space, as the current (non-working) unit.

New Business

- Cornstalk Clusters – will be picked up and installed. installed
- Merchant Trick-or-Treat – Oct. 27
 - Time Span = Noon – 3 pm
 - Distribution/Collection of Markers – Sandi Whittle
- **More Fall Events/Promotions** – Sandi brought a request forward from a member for more fall promotions and/or events. While this is desirable, until more chamber members step forward to help develop and implement ideas or take on other roles with existing initiative, there is not adequate staff time for this.