

Jacksonville Chamber of Commerce & Business Association

Board Meeting Minutes

Meeting Date: March 4, 2021

Call to order: A board meeting of the Jacksonville Chamber of Commerce was held via Zoom on Thursday, March 4, 2021. The meeting convened at 8:40am.

Board members in attendance: President- Robert Roos, Treasurer- Arlis Duncan, Secretary- Mike Gantenbein, Don Tollefson, Erik Johnson, Lorraine Akin, Luis Rodriguez, Patti Keck

Marketing coordinator – Amanda Moreira

Approval of Minutes From Prior Board Meeting: The minutes of the Board Meeting held on February 4, 2021 were approved and posted to the Jacksonville Chamber of Commerce website.

Meeting Discussions:

Old Business

- The Annual Meeting (Virtual) recap
- Trolley update and thoughts for summer usage
- Courthouse lighting
 - Robert: running into walls moving forward
 - Other idea: garland banner over highway?
- Amanda update
- Victorian Xmas 2021
- COVID Supplies at City Hall
- Horse and wagon thoughts

New Business

- Gina Bianco, Exec. Dir. Rogue Valley Vintners Assoc.
 - Brand: Rogue Valley Wine Country
 - Wanting to elevate knowledge of RV wine industry & promote tourism
 - Brand launched this year
 - Map – features the four wine trails

- Website – consumer-oriented, member wineries + suggested adventure pairings
- Social media – over 1000 followers
- Moving forward: advertising & promotion, expanding reach, Education
- Explorer’s Club – launch in May. Cross-promotion opportunities
- Out-of-region Advertising – print, digital, working w/ tourism organizations
- Oct 15-16 event
- Social Tags: [roguevalleywinecountry](#)
- gina@rvv.wine / 541-292-5680
- Working in tandem with other RV wine organizations
- Meeting with Gary
 - Gary receptive to setting up semi-permanent ride schedule on weekends
 - Still many variables to figure out
- Christmas parade
 - Jerry not in attendance – progress report next meeting
 - Amanda will help submit applications
- Marketing meeting
 - Amanda: want to schedule meeting for marketing ideas
 - Working on New landing page for Lodging Partners on website
- Celebrate The Shamrock.
 - March 13th
 - Gift Basket / Stay & Play package all set
 - Wagon Rides
 - Entertainers – street and at wineries
- Trolley driver update
 - Signed paperwork for new trolley storage, under roof just outside of town
 - Amanda: John available for maintenance, trolley drivers available when ready
- Haunted Trolley – Arlis working on script ideas for this year.
- Moving forward with meeting venue
 - Luis – offered patio for outside

- Back to Britt in May? We'll decide next month
- Amanda – expanding Visitors Center hours and opening for indoor conversations

Next Meeting:

- Board Meeting: April 1, 2021 @ 8:30am via Zoom