Jacksonville Chamber of Commerce & Business Association

Board Meeting Minutes

Meeting Date: April 1, 2021

Call to order: A board meeting of the Jacksonville Chamber of Commerce was held via Zoom on Thursday, April 1, 2021. The meeting convened at 8:35am.

Board members in attendance: President- Robert Roos, Treasurer- Arlis Duncan, Secretary- Mike Gantenbein, Luis Rodriguez, Patti Keck, Jerry Hayes

Marketing coordinator – Amanda Moreira

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

Meeting Discussions:

Old Business

• Gina Bianco, Exec. Dir. Rogue Valley Vintners Assoc.
• Meeting with Gary
• Christmas parade
  o Jerry is waiting for notes from Bobby
  o Going to begin work with Luis
  o This year: December 4th
  o Maybe use Rotary volunteers?
• Marketing meeting
• Celebrate The Shamrock.
• Trolley driver update
• Moving forward with meeting venue

New Business

• Trolley status
  o Now stored at storage facility outside of town
  o $3,000 per year – we’re asking for reduction in payments
- Need to remember to adjust insurance levels once we begin using it again
- Amanda – the trolley needs a maintenance review and report to state
  - Will have John go over the trolley in May at the latest
- Drivers are currently paid $17.00/hour

**VIC Employee raises**
- Minimum wage increases have been requested
- Hasn’t been pay raise in several years – currently paying $12.00/hour
- Will incorporate annual performance evaluations, attach to pay increases
- Jerry Hayes motion: Move them to $13.50 this year and review wage in 2022
  - Passed: all approved/no opposed
- Visitor’s Center opening in May with longer hours – need to hire for summer

**Shamrock recap**
- Amanda – great turnout. Gift basket well-supported, over $400 value
- Increased number of entries
- Businesses reported great day – weather helped
- Positive feedback from TV ads and banner in town

**Marketing meeting report**
- Program ideas
- Transient Lodging Tax meeting did not take place due to no grant requests
  - 5% goes to Marketing Fund
  - Rest must be approved by city
- Grant applications being made and submitted in the next two weeks
  - Oregon Wine Experience
    - Now supplying lodging to the wine judges
    - Usual donation of $5,000 distributed to lodging partners instead
    - $100 gift certificate program for people who book two nights at participating lodging partners - $5,000 budget
      - Money stays in town
      - Promotion designed to draw new visitors to the city
• Uses Jacksonville Bucks that will be reimbursed
• $1,000 marketing budget
  o Other marketing budget remains – Amanda will be creating local & regional promotions
    ▪ Promote with new video
  o Website
    ▪ Can reinstate old contract to receive redirect for monthly fee
    ▪ Otherwise, SSL certificate runs out in 30 days – drop the .com domain after that
  o Membership
    ▪ Membership prices 2021
      • Standard $175
      • Enhanced $300
    ▪ Appeals via email, followed up by mail or direct contact
  o Artwalks
    ▪ Artists are still uncomfortable about indoor activities, may change in a month or two
    ▪ Once we are able to open up, continuing Artwalks would be good to start up again
  o Other promotions?
    ▪ Cinco de Mayo – Luis already planning specials. Be careful about over-promoting
  o Arlis needs new ghost stories for Haunted Trolley

Next Meeting:
• Board Meeting: May 6, 2021 @ 8:30am – Britt Pavilion