

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
 - Jerry is waiting for notes from Bobby
 - Going to begin work with Luis
 - This year: December 4th
 - Maybe use Rotary volunteers?
- Marketing meeting
- Celebrate The Shamrock.
- Trolley driver update
- Moving forward with meeting venue

New Business

- Trolley status
 - Now stored at storage facility outside of town
 - \$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
- Other marketing budget remains – Amanda will be creating local & regional promotions
 - Promote with new video
- 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
- Membership
 - Membership prices 2021
 - Standard \$175
 - Enhanced \$300
 - Appeals via email, followed up by mail or direct contact
- 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
- Other promotions?
 - Cinco de Mayo – Luis already planning specials. Be careful about over-promoting
- Arlis needs new ghost stories for Haunted Trolley

Next Meeting:

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