

Jacksonville Chamber of Commerce

Meeting minutes

7/6/23

Attendees: Jerry Hayes, Belita Palu-ay, Eileen Bobek, Abby McKee, Amanda Moreira, Meghann Walk, Mary Kell, Brian Dunn

The meeting was called to order at 8:36am.

Eileen shared that she and Sarah at Calathea have been receiving threatening, anonymous mail and emails. She raised a question of how businesses can communicate issues with each other so that everyone is aware of what is happening. We would like to take the lead on creating a code of conduct or values statement for the civility we expect downtown. The Jacksonville Review would be a good platform to share information. It was suggested that Mayor Donna Bowen and the City Council should be involved in the conversation.

Action items:

- Abby will set up a meeting with Mayor Bowen, Eileen, Belita, and herself to begin the conversation.
- The Chamber will also reach out to Whit Parker to hold space in the September Jacksonville Review for a statement, and anyone on the chamber who has a column can also express a message of civility and unity in their September column or advertisement.
- Amanda suggested setting up a private Facebook group to disburse information among businesses.

Current Business

Belita shared that the marketing committee had its first meeting, including Meghann, Jackie Anderberg, Erica Bishop, Sabra Maple (graphic designer). The committee focused primarily on the trolley and the website. Belita has been doing research on other small town websites, and especially mentioned Bend's town pledge. Brian shared Police Chief Towe has been receiving complaints about the trolley stopping traffic on streets. There was a conversation about how to build channels of communication between many different groups of people. Belita suggested that quarterly in-person meetings for affinity groups (restaurants, shops) could be encouraged by the Chamber to foster a sense of community. Eileen suggested that it would also be helpful to have a large group meeting for anyone in the community on a regular basis. Jerry shared that in the 1980s there were general chamber meetings that were open to the public. Jerry offered upstairs at Bella Union.

Brian reported that the 1851 Gold Rush Run/Walk on September 30 is in progress. There have been logistics meetings, and a press release is underway. We need around 40 volunteers and are actively recruiting. The next meeting will take place on July 19, 5:30pm at Bella Union. Belita and Brian discussed how the Events and Marketing committees should check in about needs. Abby will introduce Sarah to Britt's volunteer coordinator to reach out and see if any Britt volunteers would like to participate.

The event application for the Haunted Trolley has been submitted. Amanda suggested checking in with Andrea Thompson regarding collaborating with the Jacksonville Boosters on the tree lighting.

Jerry shared that the Grants committee has been meeting regularly. He shared that the finance committee is in the formation stage. Brian emphasized that there is a list of grants the Chamber should pursue, including the TLT application due in August.

Brian shared that all of the custom signs created for Chamber events have disappeared, but Public Works has a large number of signs that the Chamber can use.

The wine trolley is now in our possession and is housed temporarily in a neighborhood in Jacksonville. A contract with the wineries is underway, and a legal waiver is in development, which will be digitally signed when people buy tickets. Signage has been developed for the vineyards, and website development is the next step. It is imagined that most tickets would be purchased online, but people can also purchase a ticket at the Visitor's Information Center. All service will originate at the VIC, and that is also where people are dropped off at the end of the day. Brian hopes to have the trolley up and running within the next few weeks. It will have the branding and logo stenciled on it. It is planned that tickets will be \$25 each, but group discounts are being considered. Conversation ensued regarding promotional codes and other discounts.

Other Business

Payroll increases for VIC employees has been approved.

For the August deadline of the Transient Lodging Tax application, a project was proposed for the Wine Trolley Marketing Fund. That could also help pay for repainting the trolley and for longterm storage.