



541-843-0985
P.O. Box 33
Jacksonville, OR 97530
jacksonvilleoregon.org

Jacksonville Chamber of Commerce
Thursday, July 11, 2024
Board Meeting Minutes

Board members present: [Sarah Woodbury](#), Jerry Hayes, Meghann Walk, Amy Kranenburg, Arlis Duncan, Brian Dunn, Abby McKee, James Soule, [Bobby Stricker](#)

Staff present: Belita Paluay, Julie Baker, Brian Roberts

Guests: Paul (from the Masonic Lodge), Eileen Bobek

Paul shared information about the Main Street Revitalization Program. The grant can be used for a variety of different things, with a maximum amount of \$200,000. The grant goes through the City, and the Masonic Lodge is using funds from the grant to make major renovations. He urged the group to learn more about how they might be able to leverage funds. Applications will open again in January of 2025. Paul is happy to be a resource for any business exploring this.

Current Business

Brian Dunn shared a Wine Trolley Update: with hot temperatures, a few days were canceled in the last week. Brian Roberts shared history on the protocols around smoke/heat policies. Unofficially, the trolley has been canceling at 100 AQI

and 100 degrees. At our next meeting, we will discuss AQI further. In the meantime, trolley drivers may take the lead in determining whether they feel safe to conduct service. The history trolley is seeing fewer riders in the afternoons, when it is hot. Everything at the VIC is going well.

Belita shared some new tools (Datafy, AirDNA) that are being put in place to track customer spending downtown. Datafy is quite expensive, so Belita is exploring assembling a cohort to go in together to purchase use of the programs. She also alerted business owners that the Point of Sale they are using might already be providing sophisticated data to users.

Belita shared that the website kickoff has happened and we should have a new site at the end of September. Via Magazine is doing a huge feature in the Autumn issue, and they've asked for more photos. We are also putting out a new lodging survey to see if there's been any movement from 2023 to 2024. Social media is focusing on partnerships with orgs like Travel Oregon and Travel Southern Oregon.

Jacksonville Winery Association has changed their name to the Jacksonville Winery District (JWD). The Chamber is coordinating with the JWD on building a beautiful two-page advertising spread for the upcoming Travel Southern Oregon magazine.

Jerry presented the financials. Currently we appear to be on track to meet our goals.

New Business



541-843-0985
P.O. Box 33
Jacksonville, OR 97530
jacksonvilleoregon.org

Brian updated the group on the draft bylaws. Brian requests that board members review them before the next board meeting. Additionally, the second document, the Standing Rules, would benefit from review. Jerry clarified that the changes are mostly related to the change in fiscal year.

The Gold Rush Run packet has been submitted to the City. The logo has been updated, and the banner has been submitted to ODOT for approval. Moving forward, the Chamber should review how the event impacts businesses downtown, and we will have further discussion about potentially creating an incentive for runners and visitors to linger downtown.

Amy and Bobby discussed the Jacksonville Holiday Lights Tour. A packet was shared with the group, and further invitations will be issued to folks to participate in the project. It is possible that this project could add up to \$67,000 each year to the Chamber's revenue.

The board discussed the Haunted Trolley, and agreed to pause the event for the 2024 season. Instead, marketing support will be provided to Historic Jacksonville haunted history and walking tours.

Belita will be writing grants to support Victorian Christmas, and will receive more information from Brian and Jerry regarding the request amounts. The board also discussed the promotional flags grant received from the city, and agreed to forfeit the grant unless the city will allow redirection of funds. Belita will confirm with Stacey Bray and let the board know of next steps.