jacksonville
OREGON

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

Jacksonville Chamber of Commerce
Thursday, Aug 7, 2025
Board Meeting Agenda

Agenda items that were addressed given **bold headers** below. Please note: the next meeting is delayed from the usual first-Thursday, and will be Thursday, September 11th.

Call To Order (8:30-8:35)

- Welcome visitors
- *Cultivating A Vibrant Business Community In Our Historic Landmark Town.*

Update on Warren Masonic Lodge Building - renovations are currently being self-funded, as they did not get a Main St. Grant. At present, they can not afford roof work. This building would be a good candidate for a Then & Now lecture.

Current Business(8:35-8:55)

- VIC Update - Julie
    - **Trolleys** - groups are growing, which is good. We are having more interest from big groups, along with increasing sales. It might be weather dependent. The JWD is introducing a new trolley punch card so that riders who eventually visit all JWD wineries will be entered into a drawing for a prize from the Chamber. The idea of a Friday Night Date Night was floated. It will need some refining, but could be tied to dinner and retail on Friday.
    - **Membership Drive -** The new system is not working as smoothly as hoped, so Julie has started reaching out directly. Membership is about $15000, and it was about $19000 by this time last year. We are hoping for $30,000 in membership.

- **Treasurer Financial Update** - Jerry distributed a 24/25 comparison for YTD and the draft proposed 25/26 budget.

- President Update
    - Website
    - **Maple Creative contract** ($2750 + $1000 mo.) - We are paying $3750 a month to maintain marketing/member communication through September while we do an executive director search. Bobby will get clarification from Ian Foster on if we can apply for TLT grants outside of cycle/when the cycle is.
    - **Craig Allen contract** (up to $800 mo.) to expand to ten hours a week for tech assistance.
    - Marketing update
    - **WCLP Grant ($4500)** - awarded $4500 to convert assets from influencer visits into useable material.

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

- **Mayor Meeting** - Bobby is continuing to meet with the Mayor to maintain good relations. There offered office space in the Rectory for our Executive Director. Details still to be worked out. Julie will go tour the space.
- Other

Executive Director Hiring (8:55-9:05)

- **Hiring Committee** (Amy, Jerry, Julie, Jackie, Meghann, Bobby) - first interview is Friday
- Hiring Sources
  - INDEED, WACE, TSO, ORLA
- Hiring Process
  - 20 INDEED.COM
  - 2 Referral

Victorian Christmas (9:05-9:20)

- **Lets get started** - need event package approved by October. At the next board meeting we will review the event jobs list created two years ago.
- Assignments

Chamber Chat for JVille Review - Bobby will write a brief article on the director search

jacksonville
OREGON

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

2025/26 GOAL SETTING

- 2025/26 Chamber Goal Setting
    - Marketing
        - Expand our digital marketing reach
            - Maintain Rouge Valley messaging
            - Expand Day drive and Flight markets
            - Develop Influencer campaigns
            - Growth during Shoulder Season
        - GOAL: Occupancy Rate Increase by 5-10%?
    - Fundraising
        - Local business outreach
            - Harry and David
            - Lithia
            - Power and communication companies
        - National and Regional historic societies
        - GOAL: $25K
    - Events
        - Develop Events Committee
        - Discover new opportunities for Shoulder Season
        - Resurrect old events, and design new
        - GOAL: One new event
    - Membership Resources, Growth & Development
        - Collaborate with regional partners
        - Maintain membership and add
        - GOAL: Increase response rates from 10%-20%
        - GOAL: Increase membership (10 new member)
    - Business Development
        - Retailer resources
        - Wedding industry growth
        - Corporate event initiation and growth
        - Makers markets, Christmas
        - “Town take-over events
        - Bicycle and outdoor opportunities
    - VIC Sales
        - New products and presentation
        - Trolley related products
        - Goal: $5K