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

Jacksonville Chamber of Commerce
Thursday, January 5, 2025 Minutes

Current Business

Victorian Christmas - Brian expressed thanks and congratulations for the Victorian Christmas, Jerry reported that Mayor Bowen & Jeff Alvis expressed praise for Victorian Christmas and appreciation for the relationship with the Chamber at the Rotary meeting.

Jacksonville Holiday Trolley Lights Tour Recap - Brian
Wrap up/ debrief meeting scheduled with staff and separate meeting with city, 5600 tickets sold, $90K + revenue. Expressed gratitude for the staff, trolley crew and volunteers.

- Participants - need more decor and light up dark corridor for next year, only negative feedback was that some community members felt excluded for decor
- Brian R suggested improvements to the Red Trolley to decrease fogging/condensation issues:
  - cut openings into rear windows of trolley to allow for ventilation
  - hardwire fans instead of battery-operated (passengers were turning off fans)
  - remove carpet
  - install non-skid runner & commercial-grade flooring

- Christian - Bella reported increase in patrons during Father Christmas, bigger groups during Victorian Christmas events, weak start to December, increase in patronage, 70 holiday parties, spoke about cyclical, seasonal nature of foot traffic.

- Retail feedback for VC - Amy: ton of foot traffic during the season though no dramatic financial difference, this season was building block and exposure for retail and the town

- VIC Center & Trolley Update - Julie

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Winter hours: Wednesday - Saturday 10:00 - 2:00, spoke about Father Christmas welcoming over 1000 visitors, collaboration with downtown businesses Churro Rush & McCully, raffle was well-received

- WED & Marketing Update - Belita
  - Next WED is February 5 at Magnolia Hotel 6:00pm
  - VC showed positive PR results & expanded exposure
  - Website progressing, but launch delayed. Sabrah recording introductory walk-through video for members.
  - Marketing calendar for 2025 established with event dates, themes and prioritization for budget - requested meeting with Jerry, Karen, Bobby & Sabrah to review budget

- Financial Update - Jerry
  Reviewed monthly financial report
  Payroll was up in December for HTLT & bonuses
  HTLT exceeded projections by 133%
  VC donations were down 68.3% of projection

New Business

- 2025 Grants - March request
- Marketing Team - Bobby discussed marketing strategies & structure
- Check in - Belita: January focus on VC & HTLT wrap up & prep for next year, February prioritization of member benefits, onboarding, bylaws, development

Brian Dunn, Arlis Duncan, Meghann Walk, Christian Hamilton, Amy Kranenburg, Bobby Stricker, Brian Roberts
Staff: Julie Baker, Belita Palu-ay

Open Forum for Chamber Members