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Jacksonville Chamber of Commerce
Thursday, July 3, 2025
Board Meeting Agenda

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

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

Current Business(8:35-8:50)

- **VIC Update** - Julie
  - Trolley - down to four trolley drivers, and learning the narration is hard. Ridership is down. Belita's feedback from lodgers is that, unlike the history trolley, the length of the wine trolley is a commitment. Belita recommends an urgency/event driven campaign. Meghann will ask if the Chamber can join the next JWD meeting.
  - Other
- **Executive Director Update** - Belita
  - **Website** - working with Hite to get kinks worked out
  - Membership Drive - new process finalized yesterday. Belita will use her own business to document glitches.
  - **Marketing** - looking at contracts, goals, and ad spends with the focus on small print ad spends and emphasizing digital presence
  - **Other** - finalizing off-boarding documents for the next round of on-boarding. Belita is willing to help onboard each new hire for a week.
- **Treasurer Financial Update** - Jerry - we need to determine our financial availability and our financial commitments. We do not have grants to drive our marketing, and new hires might put a strain on our budget. We are $14000 in the red for May and June. Jerry will do a comparison of this year to last year to update us.
- **Contract Initiation & Renewals** - **all on hold**
  - Hite Digital ($4k)/month for a six month commitment ($24K for six months). Currently on hold after confirming that SEO optimization has been done focusing on not competing with other aligned organizations like JWD.
  - MJ Comm ($1.5K)/month - pausing, but pleased with her work especially on events and influencers
  - Maple Creative ($2.5k-$4k)/month - built infrastructure and has contract options based on our financial needs
- **WCLP Grant**
  - Deadline extended to July 15.
  - Ideas: will focus on a modest ad-spend for the trolley during shoulder season

Strategic Planning Session (8:55-9:55)

- JCoC Organizational Structure & Key Relationships
  - **New Committee - Events**, chaired by Mary Murphy. Belita warned of past experience of events needing volunteers. Mary proposed mixers drawing in

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younger, non-storefront business owners, and perhaps once again trying the late-night Friday storefronts, and having her role being to help organize and get feedback. Amy noted that it has to be a relatively unified event, and others have noted that it has been tried.

- **Staffing Needs**
    - Hiring Process - Extending Belita's salary through July 31st, to include two weeks of onboarding after the transition. Will post full position with a salary of $70,000. Hiring committee will include executive committee, Julie, and Amy.
    - Timeline
    - Method: Will post on Indeed but distribute through known potential channels including Eli Matthews of Travel Medford, SOU, and the Britt.
- **2025/26 Chamber Goal Setting - didn't get to full discussion**. Belita recommended Kimberly Hicks event experience and Brad Hicks for chamber building experience.
    - Marketing
    - Fundraising
    - Events
    - Membership Resources, Growth & Development
    - Business Development
    - VIC Sales

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ORGANIZATIONAL STRUCTURES

Oregon's tourism industry structure:

- Travel Oregon- State overseeing seven regional DMO* (RDMOs)
- Regional DMO(Travel Southern Oregon) oversees\supports local DMO
- Local DMO: Visit Jacksonville Oregon

*DMO= Destination Management\Marketing Organization

Collaboration, opportunity, communication, direction, financial and resource support.

JCoC Organizational Structure

Executive Committee: Officers(Pres, VPres, Treas, Sec)
Board of Directors: Officers + Elected Board Members
Voting Members: 120-140
Paid Staff: Exec Director, VIC Director, VIC & Trolley Staff
Vendors: Maple Creative, MJ Communications, EThrive, Craig Allen

Committees: Marketing,

- Marketing Committee: Meghann Walk, Bobby Stricker (possible Juliana Deans, Erika Bishop, Kathleen Dunn, others?)
    - Guide strategy, evaluate opportunities, review\monitor communications
    - Support staff

- Events Committee (NEW)
    - Chaired by Board Member (propose Mary Murphy)
    - Purpose: provide leadership and support of hired staff
    - Participate in the development and execution of event activities (including: City resourcing, event packet development, permitting, resource allocations, volunteer sourcing, etc).

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STAFFING DISCUSSION

Marketing Related Expenses (2024/25)

Maples Creative Studios	$49,650.00	Ad design, ad-buy evaluation and selection, primary marketing strategy involvement, calendar creation, documentation amd organization, vendor coordination, heavy website content development and implementation)
Communications & Marketing	$18,000.00	Public Relations, Event support, business\industry development, influencer and social media
Ethrive Marketing	$14,934.00	Website Development and Implementation
	$84,627.81	

Ad Purchase (2024/25)

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Vendor	Amt. spent 24/25
Cert. Folder Display Service	$4,316.91
Photography & Design	$1,025.00
H & S Energy	$1,500.00
Jacksonville Publishing	$2,400.00
Martina Studio	$1,000.00
MediaAmerica Inc	$4,520.00
Mossberg & Co.	$2,103.00
Oregon Media	$10,605.00
Ore. Rest. & Lodging	$1,475.00
Pear Blossom Assoc.	$100.00
Pronto Print	$3,366.77
Rellik Winery	$116.70
Rogue 5 Media	$2,450.00
Statehood Media	$1,440.00
The Events Co.	$278.00
Travel Medford	$1,000.00
Travel Oregon	$8,045.00
Total	**$45,741.38**

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SALARY INFORMATION

Payroll	24/25 Budget	24/25 Actual	25/26 Budget
HR software listing		$25.00	
Taxes/payroll costs	$9,000.00	$13,217.54	**$15,000.00**
Wages - Executive Director	$60,000.00	$62,500.00	**$65,000.00**
Wages - VIC Director	$25,000.00	$27,593.50	**$28,000.00**
Wages - VIC Staff	$20,000.00	$21,144.88	**$23,000.00**
Wages - Trolley Drivers	$50,000.00	$42,205.42	**$44,000.00**
Total Payroll	**$164,000.00**	**$166,686.34**	**$175,000.00**

2024/25 Marketing Management: $62K+$85K = $147,000

2024/25 Marketing\Advertising Buys: $45,000

HIRING STRATEGY OPTIONS

1. One experienced, qualified DMO or NPO leader that can guide staffing needs, take a majority of the third party vendor responsibilities, and effectively manage the ED role
2. Divide ED role into two specific roles with defined skill sets that decrease the dependency on third party vendors.
3. Engage a full service advertising\marketing agency to handle ALL print, digital, social communications to include SEO, design, and overall strategy
4. Other?

SINGLE POSITION

Job Title: Executive Director
Location: Jacksonville, Oregon - partly remote
Pay range: 75K Annual Salary Per Hours
Responsibilities:

- Marketing | Promotion | Social Media | Website
- Membership Management | Support
- Event Management
- Liaison | Business Community | Mayor & City Council
- Representative | Tourism | Media
- Grant Writing | Funding

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SPLIT RESPONSIBILITY

Job Title: Marketing & Communications Manager
Location: Jacksonville, Oregon - partly remote
Pay range: $30 Per Hours, Part Time (20-30 hours)
Responsibilities:

- Marketing | Promotion
- Social Media Expert
- Digital Ad buys and Paid Digital Marketing
- Newsletter | Email Marketing
- Website

Job Title: Destination and Business Development Manager
Location: Jacksonville, Oregon - partly remote
Pay range: $40h (~$57k) (30 hours per wee)

- Representative | Tourism | Media
- Grant Writing | Funding
- Membership Management | Support
- Event Management
- Liaison | Business Community | Mayor & City Council
- Business Development

FULL AGENCY + Admin

- Create an RFP and send to agencies
  - Website SEO management
  - Digital and Social ad campaigns

- Chamber and DMO Representative
  - Responsibilities TBD

HIRING COMMITTEE

Volunteers? recommendations>

TIMELINE

Job Posting and RFP out by 7/11
Interviews through 7/31
Hire by 8/8

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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