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OREGON

541-843-0985
P.O. Box 33
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Board Meeting Agenda **Thursday, October 9, 2025**

CALL TO ORDER

- Welcome visitors
- **Mission Statement Reading:** *Cultivating A Vibrant Business Community In Our Historic Landmark Town.*

- Board attending: Julie, Arlis, Sarah, Juliana, Christian, Meghann, Jerry, Bobby, Mary. Guest: Don Litchfield.

Motions: Motion to add Bobby Stricker to People's bank account # 1192031084 and remove Brian Dunn. Motioned by Jerry Hayes and seconded by Arlis Duncan. Unanimous approval.

CURRENT BUSINESS

- **Executive Director Hiring Update (Bobby)**
  - Don Litchfield, Tim Dutter, Jenn Aguaya: Made an offer to Jenn Aguaya, but it was turned down. Interviewed Don Litchfield at the end of the meeting.
- **Finance Update (Jerry)**
  - Motion to add Bobby Stricker to bank account and remove Brian Dunn. Motioned by Jerry Hayes and seconded by Arlis Duncan. Unanimous approval.
  - Jerry provided a YTD overview of our budget (projected versus actual).
  - Sponsorships of HTLD and Victorian Christmas will be an immediate focus. Christian and Julie will look for copies of the previous letter. Meghann volunteered to review.
- **City Update (Bobby)**
  - Christmas Packet - we were missing components. We will need to recreate it entirely and re-present on November 4th.
  - TLT - we did not submit in September. We cannot apply again until February for an award in March.
  - The city had a planning discussion around zoning in response to the recent purchase of the building housing Picos and the loss of a retail shop. The Chamber will probably be called on to advocate.
- **Membership Update (Julie)**
  - Unpaid Members (need a Board Member visit) - Crown Jewel (Jerry), Violets and Cream, La Fiesta (Bobby), Atrium, TouVelle House (Mary). It was decided to not offer free memberships, as that would not be fair to active members.
  - New Members - the site is allowing some unusual activity that Julie will follow up on.
  - Mary visited potential members. She had the feedback that it is worth emphasizing what the Chamber does for the city.

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- **Chamber Meeting Status(Mary) -** Mary will create a brief handout about what the Chamber does to go door to door for last minute invitations to our Oct. 15th meeting. Board members will also invite at least one person.
- **Marketing Update (Bobby Meghann)**
    - Writer Conference - met with over 50 writers at Travel & Words conference. We will need to follow up.
    - Datify Campaign - Maple Creative is getting assets to Travel SO targeting fly and drive-in markets. Their algorithm will target high-impact sites and give us feedback on success at a very granular level.
    - Marketing Committee - Sarah (Retail), Mary (Real Estate), and Kathleen Dunn (Lodging) will join Meghann (Wine & Lodging) and Bobby.
- **Parade(Jerry)**
    - Status - Jerry has started organizing and does not need any more assistance.
- **Victorian Christmas(Julie)**
    - Alpha Lit - Sign - undecided
    - What do you need? (Coffee\cider vendor)
- **Tree Lighting(Amy)**
    - Status of project - unknown. Amy is out sick at present.
    - Doug Hansen
    - What is needed?
- **Holiday Trolley Lights (Bobby & Arlis) - working group will meet at 8:30 on Oct. 10**
    - Participants , Route Change
    - Lighting Status (Aaron)
    - Outreach to new neighborhood (Help Needed) - Arlis and Christian will go door to door with fliers asking for participation.
    - Trolley - Full Trolley Rentals (2024 Renewal outreach) - Arlis will email past trolley riders to let them know they can rent the whole trolley during October.

NEW BUSINESS (9:40AM)

- Committees - Bobby will ask committee members to write brief bios about who we are and what we do in our committees.
- Halloween Promenade - Mary/Andy will create a flier, post to local groups, etc.
- Board Member Roles -
- Don Litchfield - candidate for executive director. Shared his background.Bobby asked questions about marketing capabilities and Jerry asked about time commitments and time management. Julianna asked about priorities.

Notes compiled by Meghann Walk, board secretary.