jacksonville
OREGON

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Board Meeting Agenda **Thursday November 11, 2025**

CALL TO ORDER

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

CURRENT BUSINESS

- **Executive Director Report(Don)**
  - **Art Rush** - 30 participants staying open until 8. There's been an active social media campaign. We expect a soft start. There might be a glitch in the website.
  - **Sponsorships** - $6500 donated, and $7500 committed but uncollected. Don will send the sponsorship letter to Juliana to approach Harry & David. So far we are short our goal of $20,000. Need to add dates to the sponsorship letter.
  - **Membership** - Table Rock is joining and Tiger Lily has re-joined. Also a new residential member has joined online.
  - Status
  - What do you need?
- **Victorian Christmas(Julie)**
  - Alpha Lit - Sign - done.
  - What do you need? (Coffee\cider vendor) - Bobby will handle. Good Bean might be on board.
  - Picking up garland next week
- **Tree Lighting(Amy Julie Don)**
  - **Status of project** - behind. Bobby will meet with Don about the to-do list. Need a person to actually do the switches, possibly Carlos. We would like to have the trolley on the corner, and make it a photo shoot opportunity with an opportunity to win a package from our sponsors.
  - **Doug Hansen** - agenda is mostly finalized, but need to give sponsors the script.
  - **What is needed?** - Amy will reach out to the Scouts/Tina August about moving chairs.
  - **Tree LIghting 2** - there will be a tree on 3rd. There will not be a ceremony, and it will be lit after the main tree lighting ceremony.
- **Parade(Jerry) -** in good shade with 53 floats signed up.
- **Holiday Trolley Lights (Don, Arlis, Christian, Bobby)**
  - **Participants** - we have expanded participants from last year and added the Presbyterian church.
  - **Route Change** - got event packet approved
  - **Lighting Status** (Aaron) - Mary's husband Carlos does lighting so Don will reach out to him about assisting Aaron.
  - **Trolley** (ticket status) - $66,000 sold.

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  - Beverage - hopefully Good Bean and maybe Pony Espresso
  - **Nightly Management -** Bobby, Julie, and Don will meet soon.
- **Finance Update (Jerry) -** Jerry shared a thorough handout on our status.
- **Marketing Update (Don, Meghann, Bobby)**
  - TSO Stakeholder meeting
  - Rogue Valley Times Interview - Bobby had interview re: Victorian Christmas
  - MJ Communications - we might have double paid her, so she is doing PR for us this month
  - Maple Creative Contract - we will keep their contract through the end of the year. That will mostly exhaust what we had budgeted for marketing.

- **City Update (Bobby)**
  - Office Space\Rectory - had a meeting with the Mayor, and reaffirmed that they had offered us the Rectory rent-free so long as we pay utilities.

NEW BUSINESS (9:40AM)
- No new business.
- Member update: the Lodge donated $5,000 to the city to help replace police vehicles.