185 N. Oregon St.
Jacksonville OR
541-702-7060

Board Meeting Minutes **Thursday December 11, 2025**

Attending: Julie Baker (VIC), Jerry Hayes (Treasuruer), Christian Hamilton, Don Litchfield (ED), Bobby Stricker (President), Arlis Dunca, Mary Murphy, Paul Faubion, Amy Kranenburg, Meghann Walk (Secretary)

CALL TO ORDER

- Welcome visitors + attendance roll call
- **Mission statement reading: "***The purpose of our activities here is for 'Cultivating A Vibrant Business Community In Our Historic Landmark Town.'*
- Point of Order: Review of previous minutes 2026

OLD BUSINESS

- *Victorian Christmas*(Julie) - primary feedback is the town looks great.
- *Tree Lighting* (Amy Julie Don Bobby) - There will be a debriefing meeting in January. It was well attended and generally successful.
- *Parade* (Jerry) - successful, no negative incidents to report. Some gaps between floats that will be shortened next year. Abby was a phenomenal MC.

CURRENT BUSINESS

- *Holiday Trolley Lights* (Don, Julie) - green trolley had to get new brakes. Getting positive feedback from riders. Significantly more lights than last year. The town really stepped up. The de-fogging system of fans seems to be working. Will have a meeting in January about upgrades (like the waiver signing in the ticketing system).
  Idea for next year: have a 'coupon map' to encourage return visits.
- *Father Christmas* (Julie) - Father Christmas's elves have grown up, so Julie is volunteering to open the door. Mary recommended putting fliers up in the park.
- *Finance Update* (Jerry) - Income: We have brought in 87% of projected revenue. Other than city reimbursements, no known future income, but there is the possibility of pursuing TLT grants. Expenses: More expenses will be coming in soon, but it's hoped that some of the projected expenses will be less. However, trolley repair expenses are significantly more than last year. Julie is pursuing might private historical tours.

DIRECTOR REPORTS

- **Executive Director Report(Don)**
  - Jacksonville #1 Hallmark Movie Set Town by Exotica Magazine
  - Been doing interviews on Channel 12, Rogue Valley Times, etc. Capitalizing on earned media.

- Culpepper & Merriweather Circus Proposal for May 2026 - Don will prepare a budget and explore whether Bigham Knoll is open for a May 23rd event
- Event review for first 3 months of 2026
  - Then & Now - does it meet our event requirements? Brings some business to town, though not sure how much. Might approach Historic Jacksonville about taking over. The Masonic Lodge is interested in hosting a tour.
  - Lunar New Year: We will have a booth and assist.
  - Art Rush: continuing every second Friday
- Rectory Schedule - Bobby and Don met with the city. Other than cleaning, it seems relatively move-in condition.
- New Members: Umi and Table Rock Tavern committed but not paid
- Returning Members: Carefree Buffalo & Pot Rack
- Chamber Kiosk / Town Map / Directory - think it would be good to have in areas besides the VIC. Will need to be permitted/approved, but Mary thinks she has the resources to construct a kiosk in keeping with the town's historic appearance
- Advertising & Grants - Don will be applying for TLT grants during the upcoming round
- Airport billboard - to be discussed at the marketing meeting ($1400/month)

- **VIC DIRECTOR (Julie)**
  - Off-season private wine trolley tours are picking up
  - Brainstorming other ideas (like trivia trolley, pub crawl, etc)

NEW BUSINESS

- **Strategic Planning Session (Week of 1/18, Exec Committee + Who?)**
  - A full day retreat-style visioning and planning session
  - Objectives, Marketing, Budgets\Funding,Member Benefits
- **Marketing Committee** (Juliana H, Don L, Sabrah M, Kathleen D, Mary M, Bobby S)- to meet shortly after the strategic planning session

CLOSE

- Once around the room
- Adjournment