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OREGON

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Board Meeting Agenda **January 8, 2025**

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.'*
- *Roll Call: Bobby Stricker (President), Don Litchfield (Exec Director), Arlis Duncan, Meghann Walk (Secretary), Brian Roberts, Julie Baker (VIC), Jerry Hayes (Treasurer), Sarah Woodbury, Amy Kranenburg, Paul Jaubion, Juliana Houweling, Mary Murphy*

APPROVAL OF MINUTES - approved.

OLD BUSINESS

- **Strategic Planning Session (Week of 1/18, Exec Committee and other interested board members) - BOBBY**
  - Objectives, Marketing, Budgets\Funding, Member Benefits
  - Strategic Planning Meeting set for January 18th and 19th, 9am at Art Presence.
  - Bobby will create a shared Board calendar and invite members to subscribe.
- **Marketing Committee (BOBBY)**
  - (Juliana H, Don L, Sabrah M, Kathleen D, Mary M, Bobby S): TLT grants due February 28th. Meeting date not set yet but will be at the end of January.

TREASURER REPORT: Jerry provided a summary overview of income and expenses in comparison to projections now that we are three-quarters through our year. We have $47,000 for the remainder of the fiscal year.

- There will still be some expenses from Victorian Christmas and Holiday Lights, but also possibly more money in from the city, as our fiscal calendars are not exactly aligned.
- The board discussed the possibilities and challenges of private trolley rentals and the benefits and challenges of a third trolley. Mary floated the idea of a community Kickstarter for a third trolley. Amy brought up that the new land use changes near the skate park that might be a place to park the trolleys.
- Marketing has exhausted its budget, so any new expenses will need to be funded through grants.

TROLLEY REPORT (Brian Roberts):

- Wine Trolley (ie. Holly): Needs full service, oil change, lube filters and a rebuilt exhaust system. Wish list includes updated stereo.
- History Trolley (ie. Wally): Needs four tires, full service, and front brake replacements. Costs are unknown, but Brian will ask for estimates. We are very grateful to our trolley service company. We might apply for TLT funds to support maintenance.

DIRECTOR REPORTS

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- **VIC Director (JULIE)**: HTLT went really well. The town really stepped up to decorate. The Depot was an ideal location. The new exhaust system prevented fogging relatively well. Julie passed around a record of 2025 VIC phone calls and visits.
- **Executive Director (Don)**
    - Working Remotely Jan 18th – 28th
    - ·Trifecta of Accolades
        - Jacksonville #1 Hallmark Movie Set Town – Exotica Magazine
        - Top 30 Prettiest Places decorated for Christmas – HGTV
        - Top 11 interesting Places in America – Forbes Magazine
    - Next Steps to Optimize Coverage and communicate to the city that these accolades are the outcome of our use of TLT funds
    - Feedback from Businesses - Don spoke to the city about lights and signage that might assist businesses off California.
    - The City Planning Commision has approved zoning use revisions, but we are not sure of the timeline of how it would move to larger approval. There is great concern about the loss of retail shops damaging the character and attraction of Jacksonville.
    - A-Frame: there are regulations coming out that would allow but regulate A-Frame signage to keep them within the historic aesthetic of JVille and attractive directional directory signage.
    - Culpepper & Merriweather Circus: Proposal for May 15, 2026, Bigham Knoll has indicated their willingness to host. They traditionally sell 1000 tickets and split revenue with Culpepper & Merriweather. Potential revenue is approximately $7500, with the additional benefit of visitors.
    - Event review for first 4 months of 2026
        - January - Art Rush, Then & Now, New Year Deals, Britt Announcements
          February - Art Rush, Valentines, Lunar Festival, Chili Cook-off, Britt
          March – Art Rush, Women's History Month, Then & Now, Britt, Peter Britt's birthday (March 12th)
          April – Art Rush, Easter Egg Hunt, Then & Now
    - Rectory Schedule - some delay from the Planning Department. Hope to take occupancy in about 30 days.
    - New Members - Umi Sushi might finally be joining. Julie will give Don a list of members who have not renewed.
    - KDVR news segment responses: Amy reviewed people's FB response to the article on two stores who are struggling. Mary suggested hosting a quarterly workshop as a value-add to members.
    - TLT Funds and Grant Proposal – Due by end of February ~ $100K

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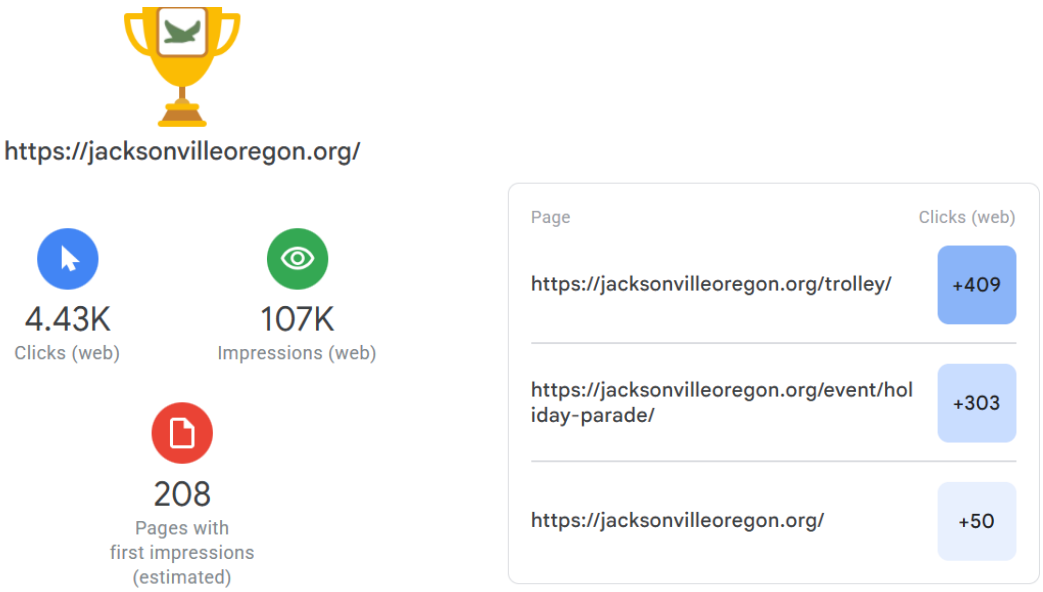
NEW BUSINESS

- **Murphy Real Estate Grand Opening(MARY) - January 18th, 2-6, with Las Palmas and beverages. Please support!** The Chamber will bring a sign with upcoming events and parking signs.
- **Wayfinding Signage (MARY):** Mary has found some interesting and affordable QRL apps that would complement wayfinding signage.

ADJOURN

- Once around the room



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