jacksonville
CHAMBER OF COMMERCE

541-702-7060
P.O. Box 33
Jacksonville, OR 97530
jacksonvilleoregon.org

BOARD MEETING AGENDA

June 11, 2026

Mission Statement: *"Cultivating A Vibrant Business Community In Our Historic Landmark Town."*

CALL TO ORDER (08:30)

ROLL CALL\SIGN IN Bobby Stricker (virtual), Meghann Walk, Brian Roberts, Kris Knox, Maria Garcia, Kimberly Lopez, Melanie Scofield, Don Litchfield, Jeff Haas, Amy Kranenburg, Christian Hamilton, Luis Rodriguez, Mary Murphy

WELCOME VISITORS, Jeff Haas (Greater Applegate)

APPROVAL of MINUTES (May)

- Call for Vote - Approved with name edits

TREASURER REPORT (Temporary update Don) Report will move to quarterly to more accurately reflect the cycle of TLT funds. Trolley income seems to be up, likely the outcome from more exposure and a new pricing structure.

DIRECTOR REPORT (Don)

- Marketing Update - Google metrics are up 10-30% YOY. Media writers and influencers will be visiting this weekend for Savor Southern Oregon. Don will share their bios. Lithia is interested in sponsoring a third trolley, but we have not committed. Discussed options for inside the trolley or giving riders fliers advertising our local businesses.
- City Update (TLT and Management Agreement) - DMO agreement was extended for two years. The reimbursement/approval structure for TLT and grants will remain the same. Statistics suggest the city is on track for a higher occupancy rate this year. Membership dues and trolley income remain important to funding Chamber activities.
- Second Saturday Jacksonville: soft launch of a new second-Saturday concept, a block party, this Saturday. This is the new version of the Art Walk, intended to be more inclusive of different businesses and harken back to historic celebrations. Quarterly, there will be a bigger Jubilee. There was discussion on the question of block party versus jubilee, and some confusion about the concept that might need ironing out. The July Second Saturday Jubilee on July 11th will have a Christmas in July theme. Don is meeting with the city on the 16th to confirm plans and make any necessary changes. Expected cost is $1,000.

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Motion to approve up to $1000 for expenses associated with the July 11th quarterly Jubilee. Motion approved unanimously. Murphy Real Estate and Volamos expressed interest in sponsorship. Don will follow up. Sponsorship opportunities might also be advertised during the monthly mixers, and we might explore the idea of turning the annual dinner into a more gala-style event, akin to Central Point's Denim & Diamonds.

- Cycle Oregon - coming to Jacksonville August 31st/September 1st. Expecting approximately 400 riders. The Chamber has agreed to act as Community Organizer.
- Marketing (Weekly Retail SM posts)

EVENT COMMITTEE UPDATE (Don): no update

OLD BUSINESS

- Ambassador program (Kick off 3rd week of June)
    - We have the course options identified:
        - Historic Trolley
        - Historic Walking Tour
        - Wine Tasting Tour
        - Retail, Restaurant, Lodging Overview
    - Need to select the first 10-15 attendees\Employees (Happy Alpaca, Bella Union are in)
    - Link to program ideas. Send more ideas and nominations to Amy.

NEW BUSINESS

- Savor Southern Oregon Event Advisement - Meghann will advertise the block party at Savor SO.
- Business Map: Mary volunteered to draft some concepts for a map to place in our walking areas.

FINAL COMMENTS
ADJOURN

GOOGLE MEET LINK:
Video call link: https://meet.google.com/jtv-ncuw-dyy