jacksonville
CHAMBER OF COMMERCE

541-702-7060
P.O. Box 33
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jacksonvilleoregon.org

BOARD MEETING AGENDA

July 9, 2026

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

CALL TO ORDER (08:30)

ROLL CALL\SIGN IN - Meghann Walk (Secretary), Kris Knox (VIC Coordinator), Brian Roberts, Mark Reeves, Paul Faubion, Melanie Scofield, Christian Hamilton, Don Litchfield (Executive Director), Maria Garcia, Bobby Stricker (President), Amy Kranenburg (Vice President), Mary Murphy

WELCOME VISITORS

APPROVAL of MINUTES

- Approved.

TREASURER REPORT (Temporary update Don) - The board is still without a treasurer. An accidental double payment was made that put us in the red on July 8th, but the error was discovered and we are now back with a small but positive balance. Memberships will come due this month. Our marketing activities are all reimbursable, but there is a 45-60 day wait for reimbursement. Cash flow will be snug until we get to Victorian Christmas, and we will soon start our Victorian Christmas sponsorship drive.

DIRECTOR REPORT (Don)

- Marketing Update
    - Current activities - another round of grants will be due in August. Will request a continuation of our marketing program that focuses on airport ads and Portland/Bend magazines.
    - Magazines - Continuing to run ads in Portland and Bend Magazine.
    - Airport and other items - Clicks through Google show that it continues to do well. Currently running an ad for the Jubilee.
    - City TLT figures project a 6-8% increase in overnight stays YOY. This will have significant, positive impact on the city budget, the VIC budget, and grant funding.
- Jubilee Event - July 11: Third St. has been prepped. Events will take place from 11am-7pm, with 12 booths and canopies for the bands and chamber. We have sponsors for the music. Father Christmas arrives at noon, and trolley rides begin at 1:30. Put out a press release through MJ Communications. Britt's Children's Festival is that evening, so Jacksonville will be pretty full. There was a request to share marketing assets so individual businesses could promote the event.
- 60th Anniversary Jubilee- October 10th - Planning has started, and might include two centers of activity (3rd St. and Old City Hall).
- Victorian Christmas Sales: Full trolley bookings are currently available. Have booked three. Might extend that sale for another month, though individual ticket sales won't open until October. Bobby suggested some sort of up-sell that included reasons to visit the businesses before or after their ride. Mary suggested a gift-wrapping center.
- Sponsorships: Status of ongoing and potential sponsorship opportunities
    - Les Schwab Tire Grant - got a grant for tires for the third trolley.

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    - Lithia Motors Sponsorship - expressed an interest in sponsoring the third trolley, but have to negotiate expectations on branding.
- VIC Update: A report on the Visitor Information Center operations - Seeing quite a few visitors on the weekends, both to the center and on the trolleys.
- Upcoming Related Events:
- Cycle Oregon August 31 - Sept 2 - Bigham Knoll
    - Volunteers needed / Revenue for Chamber - there's about $6,000 in volunteer opportunities. Expecting 300 to 400 riders, who will need activities on that Monday. Working on creating our website landing page.
- Taste of Rogue Sept 5th - Rogue Valley Food Network event hosted at Bigham Knoll
- Wine & Dine September 19th - Bigham Knoll partnership between JVille Wine District & Rotary approved by the city.
- 3rd Trolley Status: Trolley should arrive in about ten days.
- Year-end Financials: We will review the final year-end reports at our next meeting.

EVENT COMMITTEE UPDATE (Don)

OLD BUSINESS

- Ambassador program - please inform Bobby of participants by the 21st. Looking for 15-20 people to start.
    -

NEW BUSINESS

- August TLT Grant - submitting a grant to continue marketing activities.
- Remove Jerry Hayes off both People's Checking accts. (1084 & 9478) - Motioned by Meghann and seconded by Amy. Approved unanimously.
- Suggested making the merchant maps available both at and for different businesses rather than just at the VIC, both for visitors to take them and for our owners to learn the range of businesses in town.
- Don and Mary will meet after the Jubilee to discuss the idea of the physical directories.

FINAL COMMENTS

ADJOURN

Notes taken by Meghann Walk, Secretary.