jacksonville
CHAMBER OF COMMERCE

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

BOARD MEETING AGENDA

Aug 13, 2026

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

CALL TO ORDER (08:30)

ROLL CALL\SIGN IN: Bobby Stricker (President), Don Litchfield (Executive Director), Kris Knox (VIC Director), Maria Garcia, Christian Hamilton

WELCOME VISITORS: Jana Jensen and Vern Neihaus, owners of Cycle Analysis

APPROVAL of MINUTES

- Call for Vote - Bobby will send for approval

TREASURER REPORT (Temporary update Don) - We are back in positive financial standing. Memberships are rolling in but are only about halfway collected. We will face headwinds until Victorian Christmas.

DIRECTOR REPORT (Don)

- Grants - Les Schwab tire grant, hoping to get a grant for handicap access on the new trolley, and submitted grants with Travel Southern Oregon and Travel Oregon. We are continuing to submit to the city for TLT grants for the ongoing magazine and airport marketing campaigns. We got a complimentary $7000 ad space in Via.
- Jubilee's - October 10th, 60th Anniversary & History Center Opening - July Jubilee was a learning experience, but appeared to generate business despite overlap with the children's festival. Ended up spending more than expected, $5000, but half came back in sponsorships. Don does not think we will try and close any spaces for the October Jubilee. There will be talks at the Community Center and expect great lines at the new History Center. Maria asked about time. Don was uncertain, but history tours start at 10:30 and so expects an official time frame from 10:30-4, with local events happening organically after. September 12th will be the more low-key block party.
- Cycle Oregon - Volunteer Sign up - Will include a list of consumer-facing businesses and their hours at the welcome tent. Businesses often offer a 10% discount incentive to cyclists, who will be wrist-banded. Cyclists are on their own for lunch.
- Trolley Programs - might have a spot for trolley storage at Bigham Knoll. Have applied for a Travel Oregon matching grant to fund the building of a covered area that includes space for history.
- New Trolley - goes in to service tomorrow. Le Schwab gave us a grant for new tires. Will be used for Britt this weekend. There might be a Rogue Valley Culinary and Wine trolley in the works.
- Trolley Storage - Planning & Fund Raiser - see above.
- Membership Renewals

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- Mixer & Belita Farewell: 8/19, Bella Union 6 - 8 pm - Going away party, and opportunity to sign up for Cycle Oregon activities
- Other Upcoming Events: Rogue Flavor Showcase - first annual event is this September 5th. Chamber is a sponsor. September 5th is the Britt Gala. Rotary Wine & Dine is September 19th, at Bigham Knoll.
- Finances - according to the city treasurer, TLT revenues are up 12% overall, despite an overall downturn in Oregon's tourism, including an overall downturn of 5% in Southern Oregon.

EVENT COMMITTEE UPDATE (Don) - what requires a little bit of effort but with a maximal return? A nascent events committee has formed around the Jubilee that will help steer and vet events that the Chamber decides to take on, and determine what other events we will support with marketing but cannot take on ourselves.
Christmas in Jacksonville update: Dates are set. One concrete goal is to encourage retailers to open before the parade when we have a captive audience of $3000 people.

MARKETING COMMITTEE (Bobby) - Portland Magazine says our click through rate is 4x their average. Businesses anecdotally report traffic from the airport ads.

OLD BUSINESS

- Ambassador program - five people have signed up. Christian helped clarify the question that employees have in terms of the time commitment and structure. Bobby will discuss it at the mixer.

NEW BUSINESS - Maria will look into lines of credit that will help the Chamber pre-fund potentially sizable matching grants and the gap between city submission and reimbursement. Craig and Kris are exploring how to make us independent from Ticket Spice by building our own ticketing plugin.

FINAL COMMENTS

ADJOURN