

LA PINE TOURISM COMMITTEE MEETING AGENDA

Tuesday, March 16, 2010

5:00 PM

51340 Highway 97, La Pine, Oregon 97739

South County Building Meeting Room

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Added Agenda Items
5. Introduce new committee member(s)
6. Review State Statutes governing TRT distribution
7. Preliminary review of all qualified applications submitted by 03/01/2010 deadline
Review TRT application materials and formulate recommendations. Recommendations will be presented to the City Council at an upcoming work session.
8. Formulate additional information requests for qualified applicants
9. Schedule interviews with approved applicants
10. Public Comments for Items not on the Agenda
11. Additional Comments from Committee Members
12. Adjourn

Pursuant to ORS 192.640, this notice includes a list of the principal subjects anticipated to be considered or discussed at the above-referenced meeting. This notice does not limit the ability of the Tourism Committee to consider or discuss additional subjects. The meeting is subject to cancellation without notice. This Tourism Committee meeting is open to the public and interested citizens are invited to attend. The meeting is a public meeting not a community forum; audience participation is at the discretion of the Chair of the Tourism Committee. The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to Luana K. Damerval at (541) 536-1432.

LA PINE TOURISM COMMITTEE MEETING MINUTES

Tuesday, March 16, 2010

5:00 PM

51340 Highway 97, La Pine, Oregon 97739

South County Building Meeting Room

1. Call to Order

Chair Art Uecker called the meeting to order at 5:08 pm.

2. Roll Call

Present Were:

Chair Art Uecker

Robin Mirrasoul

Linda Johnston

Mike Jensen

Lupita Lewis - Absent

Quorum established

3. Pledge of Allegiance

Chair Uecker led the Pledge of Allegiance. He said he did leave a voice mail meeting reminder message for member Lupita Lewis regarding the meeting.

4. Added Agenda Items

None

5. Introduce new committee member(s)

Chair Uecker introduced new committee member Mike Jensen. He welcomed him onboard. Linda Johnston stated that it is her term that is expiring in 2010.

00:02:50

6. Review State Statutes governing TRT distribution

Chair Uecker read over the state statutes governing disbursements. He said this is the guideline for determining what does and does not qualify. Linda Johnston said that marketing needs to be to people fifty miles or more away to help fill up the motels, etc., that pay the TRT fees. Chair Uecker also reviewed the process that the Tourism Committee goes through prior to making a recommendation to the City Council. He said if someone comes in on an emergency basis the committee may determine the best place to go for funding assistance is the Visitor's Center because they are trying to bundle a number of these functions into one.

Chair Uecker than reviewed the Staff Report regarding the TRT funds that were available and how much of them have been disbursed so far this fiscal year. He said it also stated that the projected TRT revenues are very similar to the amounts for the past two years. Chair Uecker said that he

believes 2010-11 will actually show an increase in TRT revenues because the worst of the poor economy is behind us. Linda Johnston agreed and also said that the Sunriver rentals for the summer have booked up at higher rates than the past couple of years.

Michael Jensen said that he thought something in the 6-10% area would be the increase in tourism for the coming fiscal year as the economy improves. Chair Uecker suggested running the estimate of the TRT revenue out to \$80,000 for the coming fiscal year. Mike Jensen said he could talk with Greg Petersen and Jean Bennington and get some feedback from them about projected tourism. Linda Johnston briefly discussed the "set aside" that has held back some of the TRT revenues for emergency requests.

00:18:11

7. Preliminary review of all qualified applications submitted by 03/01/2010 deadline
Review TRT application materials and formulate recommendations. Recommendations will be presented to the City Council at an upcoming work session.

Chair Uecker stated that there are three applicants for this coming fiscal year. He said although Parks and Rec is a tax funded district it does not exclude them from applying because they are a nonprofit.

Chair Uecker than read the Parks and Rec request for capital improvement funds for Roslyn Park. He said the proposal request was to redesign the day use area and design the overnight facilities. Chair Uecker said it clearly meets the overall guidelines for TRT funding. He said they are asking for \$5,000 of the \$55,000 total project cost. Linda Johnston said that they want TRT funds for the water and electrical for the recreational vehicle hookups.

Chair Uecker than reviewed the High Lakes Car Club. He said he will contact the club and make sure they understand that the funds they are requesting will not be available until July 1st after their car club activity. He said they would need to understand that they will have to pay for their own expenditures and then be reimbursed after July 1st. Chair Uecker said that they are looking for funds to assist with advertising costs and various giveaway/sale items at the event. He said they will need to come in and meet with the committee because they cannot give them more than 75% of the total advertising costs out to an organization. He also said that if the Car Club is giving away the goody bags, than they can qualify but if they are selling them, than they do not qualify. Chair Uecker also said that the items need to advertise La Pine on or in them to qualify as well.

Chair Uecker asked Linda Johnston to contact Randy Rhoades to meet with the TRT committee to review the Car Club application. He said he will also like him to provide a review of last year's event with statistics as well. Robin Mirrasoul said one of her concerns with the Car Club is that the City does not get many people staying in motels, RV places, etc., because it is traditionally a one day event. Mike Jensen suggested that they may want to make this a two day event to get more overnights staying in motels, etc.

Chair Uecker than reviewed the Visitor's Center TRT application. He said they are requesting operating costs of approximately \$38,000 which is similar to what they requested for last year. Chair Uecker also discussed the combined tourism marketing campaign on the application for events such as the La Pine Frontier Days, Rodeo, Jazz Festival as well as some other events. He said duplication of effort in advertising separately is a waste of monies and this combined campaign will bring it altogether and be much more cost effective.

Robin Mirrasoul said the combined marketing plan is providing a united front and people will look very favorably at this from the outside looking in. Chair Uecker applauded Dan Varcoe, Chamber of Commerce, with developing this plan. Linda Johnston noted that the Chamber gets a huge amount of hits on the website.

8. Formulate additional information requests for qualified applicants

Chair Uecker than reviewed the Visitor Center's estimated expenses for 2010-11. He then reviewed the grant proposal with the combined marketing plan on it. The committee also reviewed the advertising plans and costs. Mike Jensen was concerned about the monies projected to be spent with Horizon because of the coverage limitations. He said he felt KSJJ had much better coverage for the money to be spent.

00:46:30

Mike Jensen also wondered if the La Pine events have been advertised in the Prineville area, for example. He said Horizon broadcasts only in Prineville and is a top radio advertising company. Robin Mirrasoul said she has concerns about the Ms. Frontier Days and the requests for clothes and some other expenses. She wonders where Ms. Frontier Days will be advertising La Pine outside of La Pine. Chair Uecker also suggested requesting the total costs of the program guide that is deferred by advertisers. He requested that Robin Mirrasoul contact Ann Gawith about some of the questions that the committee has for them and ask her to meet with the committee.

Chair Uecker stated that regarding the La Pine Rodeo they probably need to have Florence Nise come in and talk with the committee. Mike Jensen said that the organizations are not combining in relation to their media packages. He said if the idea is to get people 50 miles away, he would suggest going to just one radio group, bundle for radio, etc., and make them a sponsor for these activities and events. Chair Uecker discussed the spring play day and fall jackpot activity at the rodeo grounds and said he would like to see some accounting from those activities because he doubts they have participants from fifty miles or more away from La Pine.

9. Schedule interviews with approved applicants

Chair Uecker recommended having the group that is coordinating with the Visitor's Center meet with the TRT committee before they meet with the other two applicants. He also said that the Mountain Man activity does create some serious issues for the TRT committee in regard to meeting qualifications. Chair Uecker asked Mike Jensen if he can arrange to have Dan Varcoe, Florence Neis and Ann Gawith come to the next meeting and discuss their requests.

10. Public Comments for Items not on the Agenda

None

11. Additional Comments from Committee Members

The committee decided to have their next meeting on March 23, 2010 beginning at 5:30 pm and

interview Dan, Ann and Florence. They also decided to schedule two meetings in April on April 6th and April 20th with starting times of 5:30 pm.

12. Adjourn

A motion was made by Mike Jensen and seconded by Linda Johnston to adjourn the meeting.

<i>Vote as follows:</i>	<i>AYE</i>	<i>NAY</i>
<i>Chair Art Uecker</i>	<i>X</i>	
<i>Linda Johnston</i>	<i>X</i>	
<i>Robin Mirrasoul</i>	<i>X</i>	
<i>Mike Jensen</i>	<i>X</i>	

Motion passed unanimously.

Chair Uecker adjourned the meeting at 6:28 pm.

Chair Art Uecker

Attest:

City Recorder Luana Damerval