

## LA PINE TOURISM COMMITTEE MEETING

Tuesday, March 23, 2010 - 5:30 p.m.

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. Applicant Interviews
6. Public Comments for Items not on the Agenda
7. Additional Comments from Committee Members
8. 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 23, 2010 - 5:30 p.m.  
51340 Highway 97, La Pine, Oregon 97739  
South County Building Meeting Room

1. Call to Order

Chair Uecker called the meeting to order at

2. Roll Call

Present Were:

Chair Art Uecker  
Robin Mirrasoul  
Linda Johnston  
Mike Jensen  
Lupita Lewis

Quorum established

3. Pledge of Allegiance

Mike Jensen led the Pledge of Allegiance.

4. Added Agenda Items

None

5. Applicant Interviews

Chair Uecker introduced Dan Varcoe from the Visitor's Center and Ann Gawith from the Frontier Days. He said they had been asked to come in and give further details regarding their applications for TRT funds, specifically regarding the combined marketing. He said the committee did not believe they should advise applicants of how to apply but rather request clarification to the applicants with regard to their requests.

Dan Varcoe stated for the past accurate tourism reports for Deschutes County, they were down by 19% down. Linda Johnston said that the summer reservations at Sunriver are way up from where they have been for the last couple of seasons. Mike Jensen said it looked to him like people were finally going to start travelling more. Ann Gawith stated that the Crab Feed is a perfect example as they still had a great turnout with people coming from the Valley and many other locations.

00:08:20

Chair Uecker stated that two years ago they had the same discussion with the committee and it seems like people are going to vacation in these areas around here rather than going on more distant vacations. He said if we project optimism with the TRT committee it may catch on with other groups in the area.

Mike Jensen discussed the Frontier Days advertising dollars. Dan Varcoe said that by including the background info with the application he may have just confused things. He said they are not asking for everything that was requested. I made adjustments so we could promote all of La Pine and have a successful tourism year.

Mike Jensen said that we are right on the right track by consolidating the efforts. He said he does a lot of marketing and advertising and really like KWJJ for the ratings and reach with that signal. Mr. Jensen said that Horizon has very limited coverage beyond the 50 mile range. He suggests contacting them and getting a package deal of some type.

Linda Johnston suggested Mike Jensen and Ann Gawith and Dan Varcoe work together on advertising packages. Dan Varcoe said that his goal was to build up tourism so that it increases the revenue available from the TRT funds. Mike Jensen said that is a good big picture view. Chair Uecker said that the City needs to provide the funds as efficiently as possible and the resources need to be utilized as efficiently as possible.

Mike Jensen stated that he would like to see a combined spreadsheet that shows something like how they are going to market things this way on all the events. Mr. Varcoe then passed out a spreadsheet showing more detailed information on expenditures under the combined marketing project. Mr. Uecker stated that they just need to have it organized so that the accounting process will have the same standards that have been used for the Visitor's Center in the past. Mr. Varcoe stated that the application docs did reference what code it pertained to from the State Statutes.

Ann Gawith stated that with regard to the Fun Run, 50 percent of the participants come from out of area. She also said that with the horseshoe event, most of the participants come from considerable distances. Dan Varcoe suggested documenting that and gets TRT revenues from Deschutes County and COVA (Central Oregon Visitors Association).

Chair Uecker stated that understanding now what we do and receiving that new spreadsheet report from Dan Varcoe, is exactly what the committee needed. Linda Johnston said that she feels it is very important that they come as a group and tell the TRT committee about their activities.

Lupita Lewis recommended that the committee set down some guidelines and rules so the process will be much clearer for applicants in the future. Chair Uecker stated there is nothing that Dan Varcoe or any of the other groups that want to combine for those efforts that would prohibit anyone else from applying for TRT revenue monies. He said our requirement as a committee is to make sure their requests meet with the TRT fund requirements. We then make a recommendation to the Council based on how the request applies with the State Statutes.

Mike Jensen suggested having a meeting after the process has been completed to review the applications and guidelines and maybe also make some suggested changes for the Council. Mr. Uecker agreed to draw up some general guidelines based on the State statutes so people are not wasting their time applying for TRT funds that they are clearly not going to qualify for.

Chair Uecker stated that both his and Robin Mirrasoul's terms are up the summer of 2011. He said he believes there are potential members ready to move into these positions. Robin Mirrasoul said that they had recommended to the Council a two year term for TRT committee members. Chair

Uecker requested that Admin Ass't Patti Morgan obtain current committee terms for review at the next committee meeting.

Dan Varcoe, Chamber of Commerce, suggested reserving some dollars from the summer TRT funds for later in the year so the income could be spread out better throughout the year. Lupita Lewis said that the TRT funds need to be utilized during the time period for which they are granted.

Chair Uecker suggested Mr. Varcoe draw up a proposal and submit it to the City Attorney for review about Dan's ideas for possible changes to the distribution of the TRT funds throughout the year. Lupita Lewis suggested looking for TRT monies from other funding sources in Central Oregon.

Chair Uecker stated at the next meeting on April 6<sup>th</sup> it will start at 5:30 and they will be interviewing High Lakes Car Club and Ponderosa Man. He also suggested that since the Visitor's Center will handle the Rodeo combined marketing that Ann Gawith, Florence Nise and Dan Varcoe will review what was discussed at this meeting with her.

Dan Varcoe stated that although the Ponderosa Man camp thirty miles away, they buy all their camping supplies in the La Pine area. He also said that he does not see anything in the State statutes that requires tourists to stay overnight in a city. Chair Uecker stated that they will seek clarification from the City Council regarding the fifty mile and overnight stay issue in relation to the State statutes.

6. Public Comments for Items not on the Agenda

None

7. Additional Comments from Committee Members

**A motion was made by Robin Mirrasoul and seconded by Mike Jensen 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>	
<i>Lupita Lewis</i>	<i>X</i>	

**Motion passed unanimously.**

Chair Uecker adjourned the meeting at 6:53 pm.

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Chair Art Uecker

Attest:

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City Recorder Luana Damerval