

LA PINE TOURISM COMMITTEE AGENDA

Tuesday, April 20, 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. Approval of Minutes
 - i. March 23, 2010 - Meeting Minutes
 - ii. April 6, 2010 - Meeting Minutes
6. Applicant Interviews

High Lakes Car Club – Randy Rhoades
Ponderosa Man Event – Representative
Chamber of Commerce – Dan Varcoe
7. Report on Meeting with City Attorney

Art Uecker
8. Public Comments for Items not on the Agenda
9. Additional Comments from Committee Members
10. 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, April 20, 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 5:32 pm.

2. Roll Call

Present Were:

Chair Art Uecker

Linda Johnston

Robin Mirrasoul

Lupita Lewis

Absent Were:

Mike Jensen – excused by prior arrangement

Quorum established.

3. Pledge of Allegiance

The Pledge of Allegiance was led by Linda Johnston.

4. Added Agenda Items

Chair Uecker stated that Parks and Rec application needs to be added under Item 6.

5. Approval of Minutes

i. March 23, 2010 - Meeting Minutes

ii. April 6, 2010 - Meeting Minutes

A motion was made by Robin Mirrasoul and seconded by Linda Johnston to Approve the March 23, 2010 and April 6, 2010 Meeting Minutes.

<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>Lupita Lewis</i>	<i>X</i>	

Motion passed unanimously.

6. Applicant Interviews

Chamber of Commerce – Dan Varcoe

00:05:07

Dan Varcoe, Chamber of Commerce gave a brief review of the Governor's Conference on Tourism that he recently attended. He said it was stated at the conference that for every dollar that is spent to promote tourism, about five dollars comes back to the city or public entity. He discussed getting volunteers to paint and make some improvements around the City to attract more tourists. Mr. Varcoe encouraged the TRT Committee to look at the big picture which in La Pine is economic development.

00:11:43

Chair Uecker stated that he had a discussion with City Attorney Green, today regarding pending issues from the last committee meeting. He said the name of the committee and also term lengths will be determined at a future City Council meeting. Chair Uecker stated that as he understood it, there needs to be a clear connection between the activity and putting people in motels or it does not clearly fit within the statutes. He said he did not have time to address the fiscal year issue with City Attorney Green. Art Uecker said when an event takes place in a remote area it is difficult to justify the event qualifying for TRT funds. He said the event needs to bring in people from over 50 miles away and/or have them stay in a local motel. Chair Uecker said they will put the facts of an application together and the Council will make the determination. He suggested discussing these issues with the Ponderosa Man Event representative that is here at today's meeting.

Ponderosa Man Event – Representative

00:21:55

Mr. Steve Crabill, representative from the Ponderosa Man Event, briefly gave a history of the event and the 'mountain men' that used to live in the Cascades. He said it is necessary for the event to take place at a remote location due to the nature of the event and the use of guns during activities. Mr. Crabill stated that the event will be held off Hwy 58, near Crescent Lake. Robin Mirrasoul expressed concern about the location being so far from La Pine that it was likely people will use resources for housing and supplies closer to where the event will be held. Chair Uecker stated that he has concerns as well regarding the City Council providing funds for an event that is so far away from the City. He said, however, that the Mountain Man event during the La Pine Frontier Days would easily qualify for TRT funds and he would like for them to apply for that opportunity. Ms. Mirrasoul recommended Mr. Crabill's organization seek tourism funding from Klamath County since that is where the Ponderosa Man Event will be held.

00:34:00

High Lakes Car Club – Randy Rhoades

Chair Uecker stated that the application basically changed the dates for the request for fiscal year 2011. He also thanked Mr. Rhoades for providing the additional information regarding past year visitors. Mr. Rhoades confirmed with Linda Johnston that the giveaway items would have the name La Pine on them.

00:40:00

Parks & Rec – Justin Cutler, Director

Chair Uecker stated that the first time the committee looked at the application they favored approving it to send on to the City Council.

In response to a question from Lupita Lewis, Justin Cutler stated that they have removed the old outhouses from Roslyn Park and the new outhouses will be installed sometime in June. He said for the next project they would like to perhaps put in electric hookups for recreational vehicles at the park. Mr. Cutler said that it is helpful to show monies from the TRT revenues to obtain other funding and grants. He said it is all subject to community input and permits.

Chair Uecker stated that he would request Mr. Varcoe attend the next TRT meeting for a distilled version of the combined marketing plan. The committee had consensus for the next meeting to be held on May 4th at 5:30 pm.

7. Report on Meeting with City Attorney

Art Uecker

This item was covered earlier in the meeting.

8. Public Comments for Items not on the Agenda

None

9. Additional Comments from Committee Members

Chair Uecker stated a revised proposal from the Ponderosa Man regarding their participation at the La Pine Frontier Days would be discussed at the next committee meeting. He also said that after his discussion with City Attorney Green, the activities need to clearly meet with the intention of the statutes. He also said he will discuss with the City Attorney about reimbursement opportunities for events held at a different time period.

10. Adjourn

A motion was made by Robin Mirrasoul 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>Lupita Lewis</i>	<i>X</i>	

Motion passed unanimously.

Chair Uecker adjourned the meeting at 6:31 pm.

Chair Art Uecker

Attest:

City Recorder Luana Damerval