

## LA PINE TOURISM COMMITTEE MEETING

Tuesday, May 4, 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  
- April 20, 2010 Meeting Minutes
6. Applicant Interviews  
  
Chamber of Commerce & Combined Marketing Plan – Dan Varcoe  
Ponderosa Man & Frontier Days - Steve Crabill
7. Report on Meeting with City Attorney RE: Time Limits with Funding – 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 AGENDA

Tuesday, May 4, 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 5:36 pm.

2. Roll Call

Roll Call

Present Were:

Chair Art Uecker  
Linda Johnston  
Robin Mirrasoul  
Lupita Lewis - absent  
Mike Jensen

Quorum Established

Councilors Hedges and Greiner were also in attendance.

3. Pledge of Allegiance

Dan Varcoe, Chamber of Commerce, led the Pledge of Allegiance.

4. Added Agenda Items

Chair Uecker stated that he has been able to talk with the City Attorney so would need to remove agenda item number 7 from the agenda.

5. Approval of Minutes

- April 20, 2010 Meeting Minutes

**A motion was made by Robin Mirrasoul and seconded by Linda Johnston to Approve the April 20, 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>Mike Jensen</i>	<i>X</i>	

**Motion passed unanimously.**

6. Applicant Interviews

Chamber of Commerce & Combined Marketing Plan – Dan Varcoe  
Ponderosa Man & Frontier Days - Steve Crabill

Dan Varcoe, Chamber of Commerce, stated that he would not be recommending the Ponderosa Man Event to be included for TRT funds due to possible qualification issues. Mr. Varcoe also said that he had added a paragraph to the original proposal for the combined marketing plan, but that no dollar amounts had changed. He also discussed the change of name from the La Pine Visitor's Center to the La Pine Tourism Center.

Robin Mirrasoul said she was very pleased with the combined marketing plan that had been proposed for the coming fiscal year. Chair Uecker stated that it will make the Council's job and the TRT Committee's job much easier. He also said that it clears up the Chamber/Tourism political issue with the separate accounting.

Mr. Varcoe announced the Tourism Seminar that will be put on by state and local tourism organizations to explore regional partnerships and also action steps to more successfully market the La Pine area as a destination spot. He said that they would like to have members of the TRT committee attend as well as other persons with a stake in tourism. Mr. Varcoe said the Seminar will be on Monday, May 24<sup>th</sup> and it will be held at the Midstate Electric building from 8 am to noon.

Robin Mirrasoul discussed that all the TRT taxes from Paulina Lake Lodge, State Rec Park, etc., go to Bend and not La Pine. Chair Uecker said that now, with this Tourism Seminar, there is a potential to get some monies from these other tourist entities.

Chair Uecker reviewed the Quick Book reports the committee had received from the City regarding payouts and revenue from TRT receipts. He suggested the \$78,602 revenue figure for recommended funding to the City based on projections. Mike Jensen suggested going with a little more conservative number like \$75,000. He said if you budget higher the percentage you are asking for is actually lower. Mr. Jensen said if they go with a conservative proposal we are actually helping everyone out.

The committee had consensus to adopt a projected income of \$75,000 with 30% of that income staying with the City. Chair Uecker said that what matters is that the percentage to the TRT funds to grantees stays consistent, that is the fairest way. He said that the recipients need to understand that they need to do their job really well and then they will receive a higher return on the revenue generated.

The committee agreed to schedule their next meeting on Tuesday, May 18<sup>th</sup> at 5:30 pm to draft their first committee recommendation to the City Council for fiscal year 2010-2011. Mike Jensen suggested that the existing committee members do a pre-interview of the coming vacant seats for the TRT Committee. He said he would like to see some applicants from the tourist industry be on the committee.

There was a discussion on the new map for La Pine that will advertise various events and sightseeing for the area. Chair Uecker discussed the desire from the comprehensive plan to have the future sign ordinance be written to discourage outside area businesses from advertising inside the City.

- 7. Report on Meeting with City Attorney RE: Time Limits with Funding – Art Uecker  
Removed from the Agenda.
- 8. Public Comments for Items not on the Agenda  
None
- 9. Additional Comments from Committee Members  
None
- 10. Adjourn

**A motion was made by Mike Jensen and seconded by Robin Mirrasoul 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 6:25 pm.

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Chair Art Uecker

Attest:

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City Recorder Luana Damerval