

## LA PINE TRT COMMITTEE MEETING

Tuesday, January 11, 2011 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  
October 6, 2010 – TRT Committee Meeting
7. Review of requirements for consideration
8. Review of application/considerations for any changes
9. Public Comments
10. Additional Comments from Committee Members
11. 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 Patti Morgan at (541) 536-1432.

# LA PINE TRT COMMITTEE MEETING

Tuesday, January 11, 2011 5:30 p.m.

51340 Highway 97, La Pine, Oregon 97739

South County Building Meeting Room

1. Call to Order

Chair Jensen called the meeting to order at 5:00 pm.

2. Roll Call

Roll Call

Present Were:

Chair Mike Jensen

Linda Johnston

Linda Smith

Justin Cutler

Absent Were:

Ann Gawith – excused per prior arrangement

**Quorum established**

3. Pledge of Allegiance

Councilor Dan Varcoe led the Pledge of Allegiance.

4. Added Agenda Items

None

5. Approval of Minutes

October 6, 2010 – TRT Committee Meeting

**A motion was made by Justin Cutler and seconded by Linda Johnston to approve the October. 6, 2010 Meeting Minutes.**

<i>Vote as follows:</i>	<i>AYE</i>	<i>NAY</i>
<i>Chair Mike Jensen</i>	<i>X</i>	
<i>Linda Johnston</i>	<i>X</i>	
<i>Linda Smith</i>	<i>X</i>	
<i>Justin Cutler</i>	<i>X</i>	

**Motion passed unanimously.**

00:08:44

7 Review of requirements for consideration

Chair Jensen reviewed the requirements for applications for transient room tax revenue. Justin Cutler stated that there is a participant group survey that could be handed out at events to determine how much tourism is being done for a particular group. It was decided that Mr. Cutler would send the survey to Admin Ass't Morgan so she could send it to the different committee members. Councilor Varcoe suggested a survey be sent out to a number of organizations that do tourism activities.

Chair Jensen stated suggested that the people that receive grants give a report of how many people attended the event from 50 miles or more and similar questions. He also said the committee would like to know what the grantees did to promote their event.

Mr. Cutler suggested having a scoring sheet for evaluating their applications. Higher scores would be given for new events for example. The scoring sheet would be given to the applicant after they have been evaluated.

8. Review of application/considerations for any changes

Chair Jensen suggested sending a list of the criteria to the applicants. He also suggested sending a brief notice out for potential applicants. Linda Johnston was asked to write up something stating what tourism dollars are spent on for various activities. He also said that he would like to see on the applications what other means of funding are available to the organization.

Admin Ass't Morgan was asked to check with City Manager Rick Allen to see if, based on his evaluation of the criteria is the committee allowed to recommend declining funding if someone is qualified otherwise. She was also requested, regarding the TRT funds, to ask City Manager Allen if the City's share of TRT funds had been utilized and also if there is a timeline on utilizing the monies for additional tourism activities.

Justin Cutler will provide a narrative on the scoring and get a copy of the survey mechanism to Patti to send out to the team. Chair Jensen will put out a short marketing report. Linda Johnston was asked to work on the current application and criteria to make it simpler and more understandable.

Chair Jensen stated that he would like the application to be out to the public by early February. He also discussed the combined marketing that was done by the Visitor's center last year and how efficient it ended up being.

9. Public Comments

None

10. Additional Comments from Committee Members

The committee decided to meet again on Thursday, February 3, 2011 starting at 5:30 pm.

11. Adjourn

**A motion was made by Justin Cutler and seconded by Linda Johnston to adjourn the meeting.**

<i>Vote as follows:</i>	<i>AYE</i>	<i>NAY</i>
<i>Chair Mike Jensen</i>	<i>X</i>	
<i>Linda Johnston</i>	<i>X</i>	
<i>Linda Smith</i>	<i>X</i>	
<i>Justin Cutler</i>	<i>X</i>	

**Motion passed unanimously.**

The meeting was adjourned at 6:46 pm.

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Chair Mike Jensen

Attest:

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City Recorder/Manager Rick Allen

