

## LA PINE TRT COMMITTEE MEETING AGENDA

Thursday, March 24, 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  
February 10, 2011
6. Begin Reviewing TRT Applications
7. Public Comments
8. Additional Comments from Committee Members
9. 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 MINUTES

Thursday, March 24, 2011 5:30 p.m.  
51340 Highway 97, La Pine, Oregon 97739  
South County Building Meeting Room

1. Call to Order

Chair Mike Jensen called the meeting to order at 5:34 pm.

2. Roll Call

**Present Were:**

Linda Smith

Justin Cutler

Ann Gawith – excused per prior arrangement

Linda Johnston – arrived at 5:38 pm

3. Pledge of Allegiance

Chair Jensen led the Pledge of Allegiance.

4. Added Agenda Items

High Lakes Car Club

5. Approval of Minutes

February 10, 2011

**A motion was made by Justin Cutler and seconded by Linda Smith to approve the February 10, 2011 meeting minutes.**

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

**Motion passed unanimously.**

Also in attendance were Russ and Julie Elliott and Trent Elliott from Trent Elliott Racing that is one of the applicants for TRT funds.

Chair Jensen gave an update of the status of the TRT funds that High Lakes Car Club had applied for to be used for the current fiscal year. He said that he received information back that approximately 52% of the entrants are from further than 50 miles away. Chair Jensen said High Lakes Car Club also said that they advertise in regional and national magazines. He said last year there was a mix up on the Car Club's application so the committee is considering asking the Council for some monies out of the contingency fund. Chair Jensen stated they are asking for approximately \$2,800 for the

current fiscal year. Dan Varcoe from the Visitor's Center said that for the next fiscal year that High Lakes Car Club will be applying with the Visitor's Center for funding. Justin Cutler stated that if there is an advertisement in a tourist magazine was an appropriate expense but not a goody bag or jacket.

Chair Jensen stated that if 48% of the participants came from within 50 miles that would discount the amount of monies they are asking for reduced to approximately \$1,400.00. He said they were asking \$500 for marketing. Chair Jensen said he would like Randy Rhoades from High Lakes Car Club to come to a meeting and get more information about marketing, etc. Justin Cutler said it might be reasonable to recommend \$500 toward marketing for this fiscal year to be included in the \$1,400. Linda Smith said she would like to give them maybe \$2,000. Linda Johnston stated she would like to have a representative from the High Lakes Car Club come to a meeting and give more explanations for the questions they have been asked.

Justin Cutler made a motion to recommend to the Council to allocate \$1,400 out of the TRT contingency fund for the High Lakes Car Club for the 2011 event. There was no second so the motion died.

Chair Jensen said he had a concern about getting specific questions answered and will ask a representative to come to the next meeting.

Councilor Varcoe said that the Club now understands that, for the 2011-2012 fiscal year, goody bags and t-shirts would not be covered, but marketing outside of 50 miles would qualify.

#### 6. Begin Reviewing TRT Applications

The committee then began reviewing the Trent Elliott Racing application. Chair Jensen said they are requesting a community marketing grant in the amount of \$6,000. He said the proposal is to use the racing vehicle and trailer as an advertisement for the City of La Pine like a rolling billboard. Mr. Elliott said that at the race track there will be an announcer to do some verbal marketing (sponsored by) also. He said they would make the City of La Pine the title announcer. The vehicle would travel to about four racing events in Oregon and other events in California and Nevada. Chair Jensen said that about \$975 would be for the decals and advertising costs. He said that entry fees, etc., would not necessarily qualify for TRT funds.

Mr. Elliott said that he would be asking other La Pine businesses to contribute for advertising purposes. Chair Jensen said that he would like them to return and give more specific details as to how it will promote tourism in La Pine. He said that they could not pay for the gasoline for the vehicle. Chair Jensen suggested Elliott Racing apply with the Visitor's Center proposal as one possible alternative and a more provable approach.

01:05:33

Councilor Varcoe, Chamber of Commerce, presented his application where they are creating a team of eight different groups that are joining together to cross market all of the events. He said it is not really a fund raiser just more participants and more people interested in coming to the event. Councilor Varcoe also said that a committee will be formed for doing surveys at the events to determine how far away people came for the event and if they spent the night in La Pine.

He discussed the various marketing in magazines that is done for the events and also the advertising done at other visitor centers throughout Oregon.

7. Public Comments

None

8. Additional Comments from Committee Members

None

The next meetings were scheduled for April 7<sup>th</sup> and April 14<sup>th</sup> at 5:30 for interviews and reviewing applications.

9. Adjourn

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

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

**Motion passed unanimously.**

Chair Jensen adjourned the meeting at 7:04 pm.

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Chair Mike Jensen

Attest:

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City Recorder/Manager Rick Allen