

LA PINE TRT COMMITTEE MEETING AGENDA

Thursday, April 7, 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
March 24, 2011 Meeting
6. Review 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, April 7, 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 5:35 pm.

2. Roll Call

Roll Call

Chair Mike Jensen

Linda Johnston

Linda Smith – absent by prior arrangement

Ann Gawith

Justin Cutler

Absent Were:

Quorum established.

3. Pledge of Allegiance

Mike Jensen led the Pledge of Allegiance.

4. Added Agenda Items

None

5. Approval of Minutes

March 24, 2011 Meeting

Chair Jensen asked that on page 3, first line, the name of Councilor Varcoe be replaced with Dan Varcoe from the Visitor's Center.

A motion was made by Justin Cutler and seconded by Ann Gawith to approve the Minutes with one change as noted.

Vote as follows:

Chair Mike Jensen

AYE

NAY

X

Linda Johnston

X

Ann Gawith

X

Justin Cutler

X

Motion passed unanimously.

6. Review TRT Applications

Roger Broggie from the High Lakes Car Club was interviewed about the request for monies for this current fiscal year (2010-2011). Mr. Broggie said that the t-shirts (given out to some of the participants) are worn at various activities throughout the year outside of La Pine. He also said applications are sent out to about 250 participants and visitors. Mr. Broggie said that there is a regional car book that they advertise in and they also advertise in The Eagle and other local papers. He said about 200 flyers are handed out to the members and they are also post in various locations. Mr. Broggie said that about 40% of the flyers are posted out of the 50 mile radius. He said this year they decided not do the goody bags due to costs.

00:20:18

Chair Jensen asked if there was something that could be done to get a couple of dozen more participants outside the 50 mile radius. Mr. Broggie stated it would be difficult to know what more they could do to get more participants.

Dan Varcoe, from the Visitors Center, stated this event is more participants driven. Mr. Broggie said that he would like the event to grow. He said last year there were 107 cars when the event was held at the Senior Center. There was also a discussion on the survey that will be used this year for various events in La Pine to track visitors that come from outside the 50 mile radius.

Mr. Broggie will come back and bring more information on advertising for the event at another meeting.

00:33:00

Dan Varcoe spoke about the opportunity for La Pine to have a race car with the Trent Elliott Racing. Decals on both the vehicle and trailer could be used to advertise various events in La Pine. He said the information could be put on the City and Chamber website, face book, etc. Dan Varcoe stated that the race announcer could mention La Pine and its website address. In addition the decals could be changed for different events as time moved along. He said the cost would be about \$6,000 and also the car could be used as a marketing tool parked in front of various businesses in town.

Dan Varcoe stated he would redo the budget some to include the Trent Elliott Racing. Chair Jensen stated that including the Trent Elliott Racing into the Visitor's Center budget for 2011-2012 would be really helpful.

Chair Jensen asked for a revised Visitor's Center budget to be discussed at the next meeting scheduled for April 14th. He also said for the High Lakes Car Club the committee needs to know more about the residents outside of 50 miles.

7. Public Comments

There was also a group from the Karate Association for the large tournament they put on every year. They had not submitted an application for 2011-2012. Chair Jensen suggested they talk with Dan

Varcoe and see if there is any way they can incorporate some of the Karate Association monetary needs with the Visitor Center's 2011-2012 marketing budget proposal.

8. Additional Comments from Committee Members

None

9. Adjourn

A motion was made by Justin Cutler and seconded by Ann Gawith 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>Ann Gawith</i>	<i>X</i>	
<i>Justin Cutler</i>	<i>X</i>	

Motion passed unanimously.

Chair Jensen adjourned the meeting at 6:39 pm.

Chair Mike Jensen

Attest:

City Recorder/Manager Rick Allen