

McKenzie River Tourism Committee
3.10.22

In Attendance: Carol Tannenbaum, Jonnie Helfrich, Gerry Aster, Judy Casad, Jeff Malik

Agenda:

February minutes approved

Announcements:

- What was the final decision regarding the photos in the Travel Lane County Visitor Guide?
 - Image and description of MRT at Clear Lake
- Participation in this committee continues to decline – how can we boost it back up?
 - 9am is not the best time for lodging properties with check-outs and breakfasts
- Helfrich purchased a 3rd van; they've been trying for years to find appropriate one!
 - Sold an old van and demand is so high that they made back the cost of new van
 - They'll be doing a graphic wrap on the new van
 - Will use that van during OR22
 - Has her schedule worked out for all urban floats
 - City of Eugene is also doing some sort of river trips
 - concerned that their costs will be cheaper than any private operator can compete with because City funds these operations
 - Is there anything this committee or guides association can do?
 - Jonnie tries to rely on quality – but with international visitors for an event, they're not going to be aware of that
- Walterville Community Center fundraiser concerts at Presbyterian Church
 - Planning spring and fall arts/crafts festivals
 - April 9th, 9-3 at McKenzie Valley Presbyterian Church
 - Rebuilding of community center will hopefully begin on April 1st
- Meeting with Springfield Chamber
 - Judy and Nadine met with Vonnie at the Springfield Chamber of Commerce
 - Discussed the data collection / management needs of the Chamber
 - Springfield Chamber Board has stipulations about what they can or cannot do
 - But they do provide monthly stipends to Board members or others to take on simple accounting or management tasks; and suggested McKenzie Chamber consider something similar
 - McKenzie Chamber is already paying stipend for monthly website management
 - Could he take on some of these other tasks?
 - Another idea – can we pay a larger sum to get the backlog of work done ASAP, and then it becomes more of regular communications and billing role
 - Home based businesses are probably being missed by current outreach efforts

Music Festival Event

- Chamber Board giving \$2,500 to the event organizers
- McKenzie CDC will match that for a total of \$5,000
- Judy brought the idea up to the Springfield Chamber and they could potentially be another sponsor
- Name is going to be “McKenzie Rocks”
- Will probably be held in the red barn in Vida
- Dates TBD but does not sound like it will be during shoulder season

RTMP Plan for 2022

- Carol asked County for clarification on how RTMP is calculated
- There is ~\$10,000 base amount that will always be given
- The remainder, up to the \$35K that we have been getting, comes from room nights
 - Is there an estimate of number of rooms lost? And then we can plan ahead for how low the budget might be in future years?
- Older line items from previous years included the McKenzie pocket guide
 - Feeling now is that a separate printed guide is not useful
 - Would rather re-purpose those funds for digital ads

Travel Lane County marketing updates

- “Always on” channels to flight and drive markets continuing to perform well
 - 2.2 million impressions in February
- Recently published a blog “36 Hours Along the McKenzie Highway”
 - <https://www.eugencascadescoast.org/blog/post/36-hours-mckenzie-river/>
 - This was written by an outside travel blog “Learners and Makers” that we brought into the area
 - Focuses on kid-friendly and family travel
- Other upcoming content will include road trips, outdoor recreation, and culinary

Wayfinding

- Legislature has approved ~\$150,000 funding for gateway signage construction
- Carol is meeting with Funk/Levis on Tuesday to reconvene that project
- There may also be some funding remaining in RTMP funds that could be used for Events signs
- Doubtful the signs will be constructed by OR 22 but they will be under construction
- Will be planning a future ribbon cutting

McKenzie Events Team

- Carol is working to get this year’s signs updated
- Looking at a new printer because the current printer is not very responsive
- Carol will hopefully have these done by the end of the month

OR 22

- Travel Lane County continuing to help any business with bookable products, tours, experiences connect to the World Athletics Championship audience
 - There is now a category for “Tours” on the event submission form
 - <https://www.eugencascadescoast.org/events/submit-an-event/>
 - Or send information to Jeff M
- Will also have a series of information tables across Eugene. More to come
- Have not heard if any International Teams have booked at the Track yet (Pete not on today’s call)
 - But other federations are just starting to make reservations; it has taken longer than we expected for them to make decisions, so there is still a possibility for a group to secure the Track

Oregon State Marine Board grant for Forest Glen Landing

- Will be decided upon at April 2022 OSMB board meeting

Need to re-build the meeting email list

- Only 29 emails on the list; how do we add to that?!
- Is this meeting listed in the River Reflections calendar?
- Write a short story for that publication?

Next meeting April 12th

- Do we want to continue to meet on Zoom or think about in person again?

Topic: McKenzie River Tourism Committee

Time: Apr 12, 2022 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89264356680?pwd=VnV4L0ZjMlVPajFIK0N3NTBvYWR3dz09>

Meeting ID: 892 6435 6680

Passcode: 917427

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