

McKenzie River Tourism Committee
Meeting Notes 10.11.2022

In Attendance: Carol Tannenbaum, Pete Petty, Tricia Miller, Judy Casad, Natalie Inouye

Announcements and Messages

- There are floats and events happening in the area for the Save Leaburg Dam/Lake effort.
- Trunk or Treat event will be at the Rainbow Clinic. Saturday, Oct 29.
- Clean the River event this Saturday, Oct 15.
- Burning ban in effect until November. People are very anxious whenever they smell any smoke even from BBQ. There are no alternatives to the slash that people want to get rid of other than burning.
- Carol shared two observations from her recent travels. She found garbage bags and then garbage cans in convenient places along the river – and they were used! She also found many vaulted toilets in frequent and easy locations.

Plan 2023 RTMP:

For backup documents, see Carol's email from Aug 24 for the 2022 plan and Oct 6 for the 2023 draft budget. She included both the 2022 budget and the draft 2023 budget. Reminder that the funds for this program come from the Transient Lodging Tax (TLT) so we try to use them to bring people to the region who spend the night.

- Travel Lane County Visitor Guide and the McKenzie River Discovery Center Support would continue as they have in the past.
- Wayfinding has fewer funds allocated in 2023 with a focus to develop signs to support significant events held on the river.
- Co-ordinate & Promote McKenzie Events. Notice about Caddis Fly Concerts. They are looking at grants to fund this program, so it is not on the list. They should hear in early November. If they do not get funds, they can come back to the Chamber for consideration. The hope is that this event grows beyond a great local event to a destination event that brings visitors who would spend the night and support the local economy.
- Shoulder Season Marketing. **Follow Up:** Jeff Malik and Stephen will draft the documentation needed for the 2023 RTMP Plan.
- Resource Summary for Lodges/Visitor Support. This is a new approach on the in-room binders developed several years ago. It may be a single flyer that has a summary on the area and would direct people to the Chamber and Travel Lane County websites for resources instead of a large physical binder. **Follow Up:** Tricia will work with Jeff Malik to survey lodging properties to determine whether this can be a web-based resource, resource packet or binder (one per property) or something in-between. Jeff and Stephen Hoshaw will draft the documentation needed for the 2023 RTMP Plan.
- McKenzie History Highway enhancements. Jeffry Dehne is lead and the Chamber is an active partner. Fixes needed: Signs need to be restored, the website needs to be updated and there is interest in adding new signs/stories. **Follow Ups:** Jeffrey Dehne is working on a list of current locations with help from Jeff Malik. Pete thinks he knows of a couple who would be willing to help get some signs back where they belong. He will

coordinate with Jeff D on this. Carol with work with Jeff D on the documentation needed for the 2023 RTMP Plan.

- Local Ads, PR & Online Marketing. Like last year.
- MRCC Website Improvement. Like last year.
- Opportunity Fund. There are no projects in line for these funds currently.

McKenzie River Marketing Message:

Cozy Stays launched in September. This is a county-wide campaign that includes McKenzie content. There is also a Spectacular Riverfront Lodging Shoulder Season story focused specific to the McKenzie that goes to McKenzie-only content promoting McKenzie lodging properties. This is a collaboration between the Chamber and Travel Lane County.

Online Marketing:

This includes general marketing and specific promotions for events. Christmas Bazaar and holiday lights through the Travel Lane County and Chamber websites.

Wayfinding:

The first sign has been erected with a public ribbon cutting. We are now looking for the money to pay for the last bit. Work on the Eastern entrance sign continues. A big chunk of the funds has been secured, but we now need more. We have unanticipated challenges caused by pressures of inflation and the cost of fuel. It is hard to find a contractor to work on the eastern sign.

Events

This team has not met recently. Although there has been some discussion at the Tourism Committee to consider whether to add the Caddis Fly Concerts in as one of our featured events.

Old Business

- There is concern with the community signs. Chamber has money in reserves for upkeep. They need to be cleaned up and restrained. Pete Petty, Dan, and Jamie Garrit might be interested in this project. Pete offered to be lead.
- There is interest in an update of the Discovery Center.

Tasks

RTMP project focused conversations will be added to future Tourism Committee agendas for focused conversation.

We are hoping to bring more Chamber Members, particularly lodging properties, into the Tourism Committee Meetings. We need their input on projects so will add focused discussions on the agenda related to topics such as the Shoulder Season Marketing and Resource Summary for Lodges/Visitor Support. These properties/people have already expressed interest: Eagle Rock, Loloma Lodge, Dick Lauer, Alyssa at Horse Creek.

Tricia and Jeff will collaborate on a script explaining why we are calling and what we want to know. Jeff may have the original list of properties. We need to add the Holiday Farm RV Park (Judy can help with a contact there if needed).

Tricia calls (she may need help), and Judy emails, to encourage participation. We use these topics as a rally to bring lodging properties and others to come to the meetings. You want to be there.

Some thoughts on lodging survey questions:

- Info packets were assembled to take to properties while the in-room binders were being discussed. If they were delivered, how is it going? Check with Sydney who may have been the lead on this.
- Do you have Wi-Fi? We need to know whether the flyer directing people to web resources is appropriate.
- Why don't you come to the meetings? Is there a better time?
- What events do you have going on that we can all help promote?

Judy will contact the Holiday Farm RV Park HOA to make sure they know that those lots in the rental pool for leisure travelers should be remitting Transient Lodging Tax.

Next Meeting: DATE, 11/08/22 11 a.m.