

Bay Area Chamber of Commerce

Board of Directors

February 3, 2010

Board Members present: Lucinda DiNovo, The Mill Casino/Hotel, Margery Whitmer, Betty Kay Charters; Clark Walworth, The World; Crystal Shoji, Shoji Planning; Pam de Jong, HOLM Services; Dana Webber, Sterling Savings Bank; Eric Farm, Menasha/Campbell; Chris Christoffer, Sterling Savings Bank; Matt LeDoux, Fishermen's Wharf; Gerry Miller, Star of Hope; Jessica Randle, The Human Bean; Tina Milburn, Hough, MacAdam & Wartnik; Rene Middleton, U.S. Bank; Randy Rema, Reese Electric.

Others present: Sherry Yarbrough, Umpqua Bank; Barry Hayes, Pony Village Mall; Jenny Bream, Ambassadors; Dick Leshley, Yellow Cab Taxi; Rodger Craddock, City of Coos Bay; Matt Jarvis, Jarvis Communication; Theresa Haga, CCD; Timm Slater, Bay Area Chamber of Commerce; Pam Cottrell, Bay Area Chamber of Commerce.

Lucinda called the meeting to order and welcomed everyone. Introductions were made around the table. January minutes were approved.

President's Report: Lucinda reports that a meeting was held on January 20, 2010 to focus on our committees and their goals. There were about 30 people in attendance. Yesterday the Membership committee had their first meeting. She thanked everyone who participated. A list of committees and contact names has been compiled. She also thanked everyone who put on those obnoxious sun glasses and participating in the opening of the Awards Banquet. Our goal was achieved of having a good time.

Comments on the Awards Banquet:

Too many organizations Awarded. Fewer awarded might show more importance to the award.

Continue the awards for next year, but limit to 3-4 awards given.

Cross talking on the podium could not be heard at the back of the room.

Read the award when giving to recipients.

Podium at side of room allows people to hear.

The band was nice. Liked live music.

Executive Director's Report: Timm handed out the Medford Chamber Newsletter. We were invited to Medford by the Medford Chamber. They are very active and would like to create a network of strong Chambers that can work together to be a force for Southern Oregon. If we can become effective in what we do, we will have a stronger impact in Salem. The Medford Chamber reached out to us through Ken Messerle. Eric Farm, Sandy Messerle and I, joined Ken and visited Medford last Friday. We met with Brad Hicks president and CEO of the Medford Chamber, the Board Chairman, their lobbyist and

Anne Jenkins who heads their VCB. The VCB receives 25% of the 9% room tax collected to advertise for the Medford area. The Medford VCB is part of the Medford Chamber.

Our real focus was how we become effective. Timm shared the information that was learned during the visit to Medford. It has been offered that Brad, Medford's Chamber CEO and John, Medford's Chamber lobbyist, would come meet with us and share their focus. We would provide their lodging and meals.

Eric shared that the Medford Chamber is on the same path that we have been working toward. They are just a few steps ahead of us. The focus is to form a strong coalition of Chambers. This is a good opportunity.

Timm reports on the membership drive. Paul Oliver met with the Executive board last week. Paul is a membership consultant with good results. The Chamber has used this firm in the past and the membership drive was very successful.

Crystal shared how this firm worked in the past. The drive in 1988 produced 173 members and a few years later we used the same method and gained another 60 – 70 members.

Timm shared that we are looking at March 29th – April 1st. We will start with a luncheon on Monday. We will have 7 teams, each team works 3 hours. We will create a contact list. Invitations will be mailed prior to the event. The teams will make follow up calls, selling the benefits and value of being a Chamber member. The dues will be collected at the time of the call. Paul will provide a 20 minute training session for each team prior to their work shift. Each team will have 2 co-captains and 10 members. The other idea Paul shared was putting together a major prize that would be won by the best recruiter. A couple of suggestions Paul made were we pay for the winner's flight to Texas and Paul's organization would provide tickets to the Dallas Cowboy football game or other sporting event.

The cost of having Paul come is one third of the money collected. He only receives a commission on the money that was collected. This will be in motion by the end of the month.

Another piece of business, there are three board positions open. Pam de Jong and Clark Walworth have moved into officers positions on the board and Karl Bender has resigned. If you have a suggestion for nominees, please get a hold of me this week. Nominations will go out next week.

Treasurer Report: Chris reports next month you will see reports using the 2010 budget. We are working on getting the report done earlier. We are going to be able to receive our statements on line which will help speed up the process.

December started with \$67000.00 in the bank. The month ended with \$69,000. Three big events helped produce this money. Those being, ads sold for the 2010 Profile, EOF and the Awards Banquet.

We have been working with Hough MacAdam & Wartnik. They have a template for us to look at that will help in reporting clearer. We will have this report to the Executive committee by the end of the month.

Economic Development: Barry reports that the committee had a special meeting. We are moving forward, there were good points brought up on the direction we want to go. This meeting had largest attendance in recent memory and there was very good input.

Pam de Jong added that we are looking at developing an information referral service. We are looking at working with our partners, SCDC, CCD, The Port and both cities. An e-mail list is being put together. We would like to get everyone to the table, so when we have people inquiring about the area we can refer them to the right people that can help them and answer their questions.

Chris adds that this has been a process that has been discussed for a number of years. We are trying to bring the partners together. If you consider yourself a partner, please let us know. This is to be inclusive not exclusive. The term that has been used is this is to be a portal to the community. We are going to have a meeting in the next couple of weeks to discuss how the portal might operate. We are working on a referral system and a way to notify partners of prospects to the area. We are aware that there is a matter of confidentiality. The idea is to work together. The Chamber is often the starting place when people come to town. We need a referral system to connect these prospects to the people that can help them.

This committee is open to anyone who is interested. Please come join us.

Crystal shared that it is important that we learn how to engage people who are looking at our area to start a business. We need people on the front line that are trained to pick up on clues of people looking at our area. This training needs to be pro-active and positive.

Forestry & Fisheries: Eric reports that the committee meets the 3rd Friday at the Red Lion at 7AM. On February 10th from 4:30pm – 8:30 pm at SOCC there is a career fair focused at High School Students. They will have a free dinner and be able to hear from the colleges that will be there.

IBO: Dick reports we have two spots to fill, one in late March and one in May. We are looking for programs that are topical and mean something to the people. Today's speaker will be Pam de Jong, with me assisting, on the topic of "How to survive and thrive in the Economic downturn."

Lucinda reminds that starting in February IBO will be the 1st and 3rd Wednesday of the month.

Government Affairs: Timm reports the next quarterly will be the end of April. Matt Garrett the head of ODOT will speak. March 3rd all three County Commissioners are scheduled to speak.

Ambassadors: Jenny reports that the Ambassadors have had a great month. We had a ribbon cutting at Women's Imaging Center at Bay Area Hospital. It is a beautiful place. There was a great turn out by our Ambassadors. We have several new Ambassadors, Renee Middleton, Linda Nelson, Tina Milburn, Jessica Randle and Jessica Chavez.

Tourism: Margery reports that we have two new members. We meet the 3rd Thursday of the month. We discussed ideas for the upcoming year and promoting the Quest Booklet.

Leadership Coos: Rick reports that we are having a very successful year. The committee has been focused on keeping the program at a high level and encouraging participants to become engaged in our area. We don't have a system in place on how to track the effectiveness of the program. I would like to see the steering committee able to mentor and help participants match their skills and interest to the needs of the community. We are also looking for suggestions on a key not speaker for graduation in May.

Lucinda reminds everyone that all the committees will be giving a report and sharing their progress.

I will also be receiving progress reports from the committee chairs and these reports will be printed in the newsletter.

Community Reports:

City of Coos Bay: Rodger thanked everyone for the IBO; it was excellent and allowed both mayors to speak. They were able to expand on what Clark printed in The World, that we are one community and emphasis on cooperation between the two cities.

The Fire Department is coming along, they have started sheet rocking and the target date to be done is May 6th. The Visitor Center will be completed the end of June or early July.

Charleston: Matt reminds everyone that on February 13th from 11am-4, "Give your Sweetheart Crabs" at the Charleston School. Please come out and enjoy the crab feed.

Margery adds that the new ice plant is in progress. She reminds everyone to buy locally and come visit Charleston.

CCD: Theresa shared that she attended the Curry Economic Forum. They had over 150 in attendance and the event is a whole day. We need to investigate why we lose so many people after our key note speaker.

Ideas were shared around the table:

Timm reminds everyone that the planning meeting for the Economic Outlook forum is in August. Come to that meeting and share your ideas.

Business after hours is February 24th 5pm-7pm at Bay Area Hospital Women's Imaging Center. Hope to see you there.

Adjourned