

**Bay Area Chamber of Commerce  
Board of Directors  
June 3, 2009**

**Board Members present:** Sherry Yarbrough, Umpqua Bank; Matt LeDoux, Fishermen's Wharf; Dana Webber, Sterling Savings Bank; Joanie Johnson, Sincerely Yours!Antique Mall; Gary Rifkin, Fiddlesticks; Mark Mattechek, North Bend Lanes; Jessica Randle, The Human Bean; Crystal Shoji, Shoji Planning; Margery Whitmer, Betty Kay Charters; Mel Campbell, Campbell Vacation Apartments; Lucinda DiNovo, The Mill Casino/Hotel; Randy Rema, Reese Electric;

**Others present:** Dick Leshley, Yellow Cab; Chris Christoffer, Sterling Savings Bank; Matt Jarvis, Jarvis Communication; Brian Bowers, US Bank; Patty Scott, SOCC; Chuck Freeman, City of Coos Bay; Jan Willis, City of North Bend; Theresa Haga, CCD; Joe Benetti, Southwestern Regional Airport; Martin Callery, Oregon International Port of Coos Bay; Sandy Messerle, SCDC; Timm Slater, Bay Area Chamber of Commerce; Pam Cottrell, Bay Area Chamber of Commerce.

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

**President report:** In the theme of "Together we Can", I read in the paper all the good things that are taking place in our community, people working together. It is a good feeling to see us all working together.

**Executive report:** Timm reports, If you have fund raising ideas let us know.

Sandfest is expanding to include an Air Show. A B25 Bomber from WWII would like to come. They offer a 1 – 1 ½ hour ride. The plane has six seats to fill at \$350 per seat. The operator would like two full flights guaranteed in order to come to the area. I don't really see this as a terrific fund raiser, but I do see it has a draw to the Air show and something interesting at the airport for the public to come and see.

Another fund raiser idea that we are looking at is a major ATV Auction. This is a viable opportunity. We have found that we are a little late in the planning for this year. Tickets should have been sold starting in January, with the drawing in July. So we will focus on this for 2010.

Lucinda reports, The kick off for the Air show will be at The Mill July 4th as part of Sandfest. Tickets went on sell June 2<sup>nd</sup>. Reserve seat tickets are \$10.00. On July 5<sup>th</sup> Super Moto Races will be at Pony Village in the parking lot. We are working on a 50/50 drawing to raise funds for the Chamber and look at providing volunteers to help at the Air show and Sandfest. Last year 5000 people attended.

Timm reports on Membership. Membership is one of our major revenue sources. This month we will be focused on hand shake marketing. Our focus will also be on retention, keeping the members we have that may be considering not renewing. This year we have found of those businesses that did not renew one third had gone out of business, while the other two thirds was due to money issues. It is our goal during the hand shake marketing to visit these business and share how the Chamber is a value to them, why invest in the Chamber and how it is a good use of their money. One of the things we are focusing on is Friend to Friend contact, you talking with people you know and stress the value of the Chamber. The date for this quarterly effort is to be determined. The number of members that choose to participate will determine the number of teams and the number of areas we will be able to work. Last month we found that the members we visited were glad to see us.

Project planning - Lori Capps is retiring. She has been the main organizer of the Economic Outlook Forum. We will be meeting with Lori and Arlene to plan the next Forum timeline.

IBO- the end of this month we will be meeting and debriefing, issues to look at, content, cost and place to meet. We would like to expand our steering committee, getting new people involved.

Spring Hill Press will produce a new map for the area. They may be contacting you for advertising. Timm will send out announcement to let membership know that Spring Hill Press is a legitimate company working for the Chamber.

The last map produced by Spring Hill Press was two and half years ago. It generated about \$4000 in revenue.

Gary is interested in the tear off map used at the Visitor Centers – selling ads on that map would be a good opportunity for revenue for the Chamber.

**Treasurer Report:** Chris reports that The Chamber has about \$90,000 in assets. \$67,000 of that amount is in Cash. \$50,000 to \$55,000 is in operative funds. The Chamber collects the most of its revenue in the Fall each year, the bulk coming in from membership renewals, followed by the sell of ads in the Directory. We start out the first of the year with cash in the bank at about \$150,000 - \$160,000. We have some large expenses that come out of that, so come about April – May we eat into our reserves to carry us to the up coming fall.

**CCD-** Theresa reports that CCD is doing well. She shared information on the Hugh O’ Bryan Leadership program, which encourages young adults to get active in their communities. This would be a good opportunity for businesses to get youth involved. We are the leaders and should be providing guidance for kids who are looking to get involved in the community. As an organization we should take a look at how we can assist this kids to get out and be involved. They receive school credit, which can be added to their college applications. Maybe we can reach out to this resource with summer jobs for our young adults that have gone to college, to be able to come home, get a summer job, earn money then return to school in the fall.

Jan suggest that interested young adults contact the visitor centers to volunteer for the summer, which could get them familiar with their community.

Dick suggested contacting RSVP.

Theresa suggested that students participate in Leadership Coos. One student per month could attend Leadership Coos then return and share the information they learn with their club or organization.

**VCB-** Lucinda reports that the 2011 Rotary convention will be held in Coos Bay/North Bend in May 2011. The deciding factor was made when they saw our convention packet.

**CB Downtown-** Brian reports that the vendors at the Wednesday Farmers market have increased. We also have received a commitment to expend the Market to include Sunday. It is our hope to fill both blocks on both days for the season.

**NB Downtown-** Jan reports the city is planning a clean up project for June. The Downtown association is hiring Shutter Creek to remove vegetation, cut brush and also clean up the landscaping by the State offices. City Crews will continue with regular clean up. July Jubilee will be held the 3<sup>rd</sup> week end in July.

**SCDC-** Sandy reports that this will be a rebuilding year for SCDC. She has been assessing projects and getting introduced to people in the community. SCDC held their board meeting last week. As we move forward you will hear about committees that we are putting together and directions we will be going. The Port toured me all over their property two weeks ago. I was very impressed with the work that they do. Jan gave me a tour of North Bend and the projects they are working with. Farmers market in Coos Bay is a great thing. I am getting to know the area and people. This is an incredible area to present to businesses that are interested in coming here. I am looking for volunteers that are technologically savvy that would want to help with our web site. Thank you to everyone, you have made me feel so welcomed.

**Visitor Convention Bureau-** Mark reports that our first convention has been booked, using the Convention packet. Rotary will have their convention here in 2011. Ory the Couch surfer has taken pictures of the area in trade for lodging and showing him around and paying for his adventures. The pictures will be used on our website. It was good press for Betty Kay, ATV and surfing. The Oregon Dunes KOA campground was named as one of the top 25 interesting place to visit.

**City of Coos Bay**- Chuck reports that the Coos Bay Visitor Center bid was approved last night. It will take about eight months to construct. A rental agreement was made with the Hub to use the corner suite. We will move into the suite while the center is under construction.

Incubator project has tightened the criteria. Some of the requirements will be education and residency. The budget for the next year was approved at \$240,000. Last year 35 businesses received up to \$7500. Lockhart building, last night the engineers gave a report. This building needs to come down. Research will be taking place on legal process and what it will take to demolish this building. The owner of the building is out of the area and not taking responsibility for this property. The city will be looking at liens on the building to help pay for it to be taken down.

The City has 18 new housing permits, and two large commercial permits with Walmart and Southwestern Oregon Community College.

Oregon Emergency Jobs makes employment available for non profit and small businesses to hire employees at \$8.40 to \$10 per hour to work on projects. If you are interested ask for the link, I will send it to you. It is a very easy form to fill out. It has not been funded yet, the amount is \$10,000 for 5000 positions statewide.

**City of North Bend** – Jan reports that the North Bend Hotel exterior is being painted a Pale Green. The color was approved by the Historic preservation association. Applications are being accepted for the 33 units that will be rented this fall. Umpqua housing will take office space in the ground floor and hoping for a coffee kiosk, retail and other office space.

The pool project will be finished in a week or so. We were hoping for more support from the North Bend School District, but because of budget cuts they are cutting swim lessons for 1<sup>st</sup> and 2<sup>nd</sup> grades. Which will mean that we will have to revisit our budget.

The City met with ODOT yesterday. Plans for the 2011 corridor, which covers from the bridge to the Timber Inn, are in the making. We coordinated replacing some utilities, adding sidewalks and trees in this corridor and some bump outs. Safety features will be added to that corridor which will make left hand turns onto Washington easier and the right hand turn from Hwy 101 to Virginia safer. There is interest in the Bangor School Property. Zone change application is in the works to change from residential to commercial.

Crystal shared that she has been working with the people who bought Bangor School. Zone changes have been filed. She will be meeting with the planning commission in July.

Jan complimented the owner of Painted Zebra and Brenda Sund who owns Epiphany and Co. These two ladies have been encouraging other businesses and property owners downtown to come alive and look alive, to work together to revitalize downtown.

The Castle building on the corner of Virginia and Hwy 101 will be renovated .

The Boardwalk project is up for bid. This will be a winter project form October to February.

With all the projects coming together North Bend is taking on a new look.

**Charleston**- Mel reports that Charley has taken his new place. He gives a nice look going into Charleston. The Visitor Center is open and doing great. Shutter Creek came out and did landscaping, which is beautiful. State and County parks are doing very well with reservations. We are pleased with the traffic this brings to the area. The new Crab station is doing well. There are many people walking about visiting the Marina and Fishermen's Wharf.

We have sold out of two cases of "Rest in Peace Charley." Which are cedar chips in jars.

We have a gorgeous Seafood Fest Quilt, tickets are being sold now, the drawing will take place at the Seafood Festival.

**Port of Coos Bay** – Martin reports that there is an Outdoor channel that features marinas that we have partnered with. A videotogopher will be here Saturday. The program will air in July. This is a great opportunity to promote the area.

We will be looking at the railroad tunnel rehabilitation project this Friday. We have all the standards set. Work on the tunnels is planned to start the first week of July. The project is expected to last five to six months. This will not open the railroad lines, there is other work that needs to be done. We are looking at funding opportunities at both state and federal levels.

Working with Connect Oregon III, Mark Hussleman will be speaking at the Chamber Transportation committee meeting. He will outline the package that came out of the legislative session.

The Marine Reserves committee had its first meeting. The Port is facilitating with staff support from Oregon State University. Check the Port web site for the advisor board and town meetings.

Wave Energy Ocean Power Technology wanted to establish a wave energy farm near Gardner. Then they wanted to do test buoys off the North Spit. The project changed from test buoys to a full farm.

That is when South Oregon Resource Commission (SORC) put some things together. We are willing to work with Wave resource developers but it has to be without impact to our prime crabbing ground and our other industries.

Port is asking for letters of support for Connect Oregon.

**Southwestern Regional Airport-** Joe reports the Airport will start a search for a new Executive Director. Gary's last day will be the end of December.

Sky West is changing their schedule beginning today. We hope they will be more receptive in lowering their price rates. There is still a problem with flying to Portland and back. The flights will be leaving later in the morning. No subsidy is needed for Southbound service. We are in the process of a new marketing program. Hopefully we will get our funding squared away. There is funding available through FAA.

RSVP will assist in having people available at the Airport to help assist and direct travelers. They are called navigators. This has been well received.

We have received a stimulus grant of \$1 million.

The new Runway is planned to be finished this summer. Knife River will be doing this work.

**Southwestern Oregon Community College-** Patty reports \$4 million from the State, which is part of the Go Oregon. We are able to use local contractors. We passed ER rules. So we had two projects start in April Go Oregon and Women owned businesses or businesses owned by minority. Some of the money is being used to improve student housing. Students will be leaving for the summer, then we have many summer camps and Upward Bound which will use student housing in the summer. Hopefully this will help with the work force and local economy.

We also received a grant from the Department of Labor, specifically for our welding program. That will allow us to expand our current facility and increase the capacity by half. We received a lot of support from American Bridge and Sause Bros and Freeman Marine in Curry. It allowed us to purchase a mobile lab. This will allow us to go to work sites and provide training and also to High Schools to provide training.

Statewide grants for green jobs. CCWD has asked for some proposals and gotten the attention from Vice President Biden. Community Colleges on the national scene are getting some attention because of President Biden's wife is a community college instructor. She has been for about fifteen years.

Enrollment at Community Colleges is up, at some schools as much as 30%, at the time our budgets are being cut. It is an interesting dilemma. We worked very hard on our budget not to have a huge impact on our student services. We will see how that plays out in the next year.

We are about ready to take possession of 10 acres of donated land in Curry County.

Timeline for the development of that property and building is to be completed by June 30, 2011.

Capital construction money is available at the state level for community college projects. We are twelfth on the list. This could mean \$7 million toward our Health & Science Building. What that would do for us is upgrade five facilities that we are using that were built in the 60's. This would allow us to expand our allied health. This is a growing area, about 60% of people in the health field started at a

community college. This will meet a huge need in the area. We will know more about that at the end of the legislative session.

Sandy added that the Culinary Institute is running a Deli on Thursday's. The proceeds will help feed the hungry. The student chef that runs the most profitable deli will become the "Iron Chef". It is called the "House of the Rising Bun." They make some incredible breads, soups and desserts. So if you get the opportunity to go out to the Institute on Thursday and support this program.

**Tourism** – Margery reports that the Cultural Coalition will be sponsoring "The Winds of Time" . Create a kite, steamers or sculpture to be displayed at the site of the future Coos Historic and Maritime Museum. This will take place during the Fun Festival on the waterfront.

**Other items:**

Crystal reports that she has been working on the Bolin Island project. There is interest in a pellet mill that is a green eco development project across from American Bridge.

The Coos Art Museum has been working on getting regional art into the Community. This plan includes placing art at the Airport and getting youth involved in the arts. The museum is doing a very good job changing their image of being stuffy to having something for everyone in the community to enjoy.

Gary invites the board to visit CoosBayBiz.com. This is a free website to use. There will be fees later.

The site is easy to use, send Gary your e-mail address and he will assist you. This tool is designed to work with Google. Let other businesses know about your business, connect with other businesses and organizations.

Lucinda recommends that as a Chamber we look at what we can do to welcome visiting groups. The Chamber could help by getting the word out to businesses when a large group will be visiting our community. Businesses could post welcome signs in their windows, offer special discounts to encourage and welcome these visitors.

**Adjourn**