

# CURRY COUNTY BOARD OF COMMISSIONERS

## PROMOTIONS COMMITTEE MEETING MINUTES

### TOURISM AND PROMOTIONS COMMITTEE

Wednesday, December 4, 2019 – 4:00 P.M.

Blue Room, Courthouse Annex

94235 Moore Street, Gold Beach, Oregon

[www.co.curry.or.us](http://www.co.curry.or.us)

## PROMOTIONS COMMITTEE MEETING MINUTES

January 8<sup>th</sup>, 2020

### A. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Chair Erin Johnson, called meeting to order 4:15pm. Present were Vice Chair Julie Brown and Committee member Dianne Schofield. Absent were Terri Domanick, Nick McNair, Barbara Ciaramella, and Chris Hawthorne.

### B. INTRODUCTIONS TO LOCALS

Committee members and Secretary introduced themselves to the locals.

### C. ADDITIONS/APPROVE AGENDA

Chair Erin Johnson asked for additions to the agenda, none were given. Chair than asks to approve agenda, Vice Chair Julie Brown moves to approve agenda, Dianne Schofield seconds.

### E. DISCUSSION ITEMS

- *Make a list individually to discuss as a Committee whom the committee would like to reach out and partner with-- whether regionally or locally in the Tourism industry.*
  - Secretary Miranda Plagge suggests since the committee is again at only three members, this topic is only up for discussion and no decisions would be made. Vice Chair Julie Brown speaks about partnering with OCVA, TSOC, local partners, chambers, and visitor centers. Including Travel Southern Oregon out of Medford- letting partners know that as a committee they are here and wanting to work towards shared vision for outreach. Chair Erin Johnson adds that she believes it would also be a great asset to reach out to local businesses that cater to the Tourism industry, for example like the Great American Smokehouse, whom she has partnered with previously on his marketing needs. Secretary Miranda than takes a moment to go into the numbers of the TLT remittances thus far. She says that the TLT is at about \$2,900 dollars with only 3 reporting thus far. She speaks about it will go beyond the post marked dates for incoming revenue and will have a solid number the next time the committee meets. Dianne Schofield adds that we should also meet with the other local TLT Promotion committees. Julie Brown suggests that since Gold Beach doesn't have a committee we invite City Administrator Jodi Fritts to the next Committee meeting in Gold Beach. Secretary Miranda suggests that we let Dave Lacey and Julie Miller have a few moments to introduce themselves and their respective organizations. Dave talks about also partnering with Julie Miller as a Destination Coordinator with OCVA, but suggests that he could come to give a more thorough presentation. Julie Miller than goes into the partnership they had together about newly installed Kayak launches and how the strength of each organization was able to facilitate the funding and the memorandum of understanding about the up keep for the launches with local municipalities. Pamela Burke who is in the audience than asks if she could speak as well about her organization, Wild Rivers Land Trust. She does conservation and education from ten mile lakes to

Brookings. She then asks if any of the funding is geared towards conservation work. Julie Brown then gives a brief breakdown of the allocation of funds.

- *Reviewing County Assets*
  - Vice Chair Julie Brown proposed an action item; this was to come up with a report individually about County Tourism assets. Secretary Miranda said she would send out that asset report again.
- *Utilization of Curry Civic Channel*
  - Secretary Miranda went into detail how the Civic Channel can be utilized since she is the Station Manager. Content that is educational based would be allowed and travel logs, she did mention the one line we couldn't cross was a call to action.
  - Julie Brown added that she would like to set up an email to help facilitate communication from the on-goings in the County and the region. It would be another form of communication, which would help in keeping partnerships strong.

## **G. FUTURE MEETINGS**

Chair Erin Johnson suggests the next meeting, be at The Great American Smoke House since it's understood that the committee would then be in Brookings next. She says that she would check with owner to be sure that would work, and would get back to Secretary. No vote taken, Committee members agree.

## **H. ADJOURN**

- 5:20pm