



CURRY COUNTY BOARD OF COMMISSIONERS
TOURISM AND PROMOTIONS COMMITTEE

Wednesday, August 5, 2020– 4:00 P.M.
Blue Room Annex
94235 Moore Street, Gold Beach, Oregon
www.co.curry.or.us

MINUTES

August 5th, 2020

A. CALL TO ORDER

- Meeting was called to order by Chair Erin Johnson, at 4:06 pm.
- Present was Erin Johnson Chair, Julie Brown, Terri Domanick, Leslie Wilkson and Secretary, Nic McNair left to go to a meeting at 4:30 and Chris Hawthorne was online in the GoTo Meeting application.

B. INTRODUCTIONS

- Secretary Miranda Plagge did a brief introduction of new committee member Leslie Wilkson from the south coast, and then opened up the committee to introduce themselves to Leslie.
- After individual introductions, Leslie then went into detail with some of her accomplishments in the County, including Natures Coastal Holiday, and the current Dine-to-Stay Program.

C. ADDITIONS TO AGENDA

- Bob Chibante was added to the agenda as item number 6 to give an update about the improvements that are outlined for the Event Center on the Beach (Fairgrounds) master plan.

Leslie Wilkson makes a motion to add Bob Chibante to the agenda, Julie Brown then seconds the motion.

- Miranda Plagge also asked if it were possible to be added for a brief update about the numbers for the TLT program.

Leslie Wilkson makes a motion to add Miranda's update on the TLT numbers, Julie Brown seconds the motion.

For detailed information of any agenda item, please refer to the audio/video

https://www.co.curry.or.us/government/tourism_and_promotions_committee.php



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D. DISCUSSION ITEMS

❖ **Update on TLT numbers**

- Plagge stated that July's performance was beyond the anticipated reporting due to COVID-19.
- Plagge also stated that both the Tourism-Promotion Committee and the fairgrounds will receive upwards of \$50,000 for the last quarter of collection for fiscal year 2019-2020 and near \$310,000 overall for the entire program (including Sheriff and Fairgrounds).
- Plagge answered the question about how funds are dispersed --dispersing the funds was never written into the ordinance Plagge states, but was told that the best course of action would be to put in a written request for the monies and would be the same for Sheriff.

❖ **Membership into ODA**

- Julie Brown stated that it would be a vital step for the County to become a part of an association that will speak on behalf of Destination Management Organizations (DMOs). Miranda Plagge explained that DMO's do not have the opportunity to always communicate with Travel Oregon directly because Travel Oregon doesn't have the capacity to manage all the DMO's in the state. Plagge went on to explain how the networking of information will work and how she has already networked information shared in good faith by Alana Hughes who is head of Oregon Destination Association. Plagge asked if there were any other questions, with no questions Plagge asked Chair Erin Johnson for a vote.

Terri Domanick made a motion to join ODA for \$500.

Discussion ensued:

Julie Brown asked "who would administer that program?" Plagge said that she would.

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Chair Erin Johnson suggested that the committee had its own County web page; Plagge agreed it was something she had planned on tackling soon. Johnson mentioned it should be the next item on the list. Plagge suggested it would be on the County site, and Leslie Wilkson made a suggestion that we mirror the page on the Travel Curry Coast and Plagge agreed.

Julie Brown made the second motion, and Chair Erin Johnson asked for vote. Motion carried 5 to 0 (Julie Brown-Yes; Erin Johnson- Yes; Terri Domanick-Yes; Leslie Wilkson-Yes; Chris Hawthorne-Yes; Nic McNair absent for vote).

❖ Tourism and Promotion infrastructure

- Miranda Plagge suggested that the item be tabled until the next meeting, as it would require a full meeting on its own. Julie Brown also suggested it should have its own meeting and made a motion to table the item and have it on the next meeting.

Discussion ensued:

Chair Erin Johnson suggests that we should also perhaps schedule two meetings a month until we can catch up.

Dianne Schofield seconds the motion to table item and put it on the next meeting agenda.

Leslie Wilkson suggested the next meeting be a workshop.

Julie Brown made a motion to have the next meeting workshop with no outside discussion. Leslie Wilkson seconded the motion.

Motion carried 4-0 (Julie Brown-Yes; Erin Johnson- Yes; Terri Domanick-Yes; Leslie Wilkson-Yes; Chris Hawthorne and Nic McNair absent for vote).

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The Workshop was scheduled for August 26th at 4pm.

❖ **Dine to Stay in Curry Program**

- Leslie Wilkson began by asking if anyone had heard about the program; a few had. Wilkson went into detail about the coupon program that had been successful with the partnerships of volunteers (Wilkson and Kathleen Dickson), the city of Brookings and Summer Matteson for Curry County.

Wilkson talked about the history, conception and birth of the program. Wilkson highlighted the program started in restaurants for phase 1, but was not without its lessons along the way.

Wilkson then went on to say that they are now working on a phase 2 which would include lodging, and how the Committee could possibly help in teaching technology to local businesses, which would help with implementation.

❖ **TSOC Fall Locals Campaign**

- Miranda Plagge talked about how she was asked to participate in a campaign for the Southern Coast that would entice “locals,” to go out and explore surrounding towns near them. The campaign is headed by TSOC/OSCRTN and participating DMO’s. The campaign is scheduled to start at the end of September but stated nothing is in stone just yet with the fluidity of COVID-19.

Discussion ensued:

Julie Brown stated that it sounded like a good program, and the committee could perhaps participate depending on the deadline and the infrastructure workshop.

Leslie Wilkson went on to say she would like to know where the media buys would be, and what would be the end date, so the committee or any local program is not fighting for the same exposure at the same time.

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❖ Strategic Planning for 2020-2021

- Miranda Plagge started off by saying this item will be in its own workshop as well, but asked that everyone get familiar with the way that Travel Oregon has set up their strategic plan, not for mirroring purposes but as a roadmap for the committee's own Strategic Plan for the near future.

❖ Bob Chibante Updates on Event Center on the Beach (Fairgrounds)

- Fair Board member Bob Chibante went into detail about the upcoming improvements to the Event Center on the Beach. Those improvements would include first a new roof, all new paint on the buildings, restructure of facilities, and how they are being used, and later a rebuilding of Docia Sweet Hall that would include technical upgrades.
- Chibante also talked about the digital reader board that would be installed, and what that would take, including possible new sign infrastructure.
- Chibante closed by talking about possibly being able to expand the grounds, but needing to have their master plan in place. He stated the main goal for all of it is to increase foot traffic and business throughout the County, which would then lead to job creation.

E. FUTURE MEETINGS

- August 26th 4pm Workshop

F. ADJOURN

- The meeting adjourned at 5:40 pm.

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