

From: Janice janice@oregonsadventurecoast.com
Subject: Recap - Chamber Tourism Committee Meeting - January 17, 2019
Date: January 21, 2019 at 4:02 PM
To: Janice janice@oregonsadventurecoast.com



Good Monday afternoon! I'm sorry these took a few days to get out but I was traveling immediately after the meeting on Thursday.

For those who attended, thank you for sharing your updates and guidance to the committee. For those who were unable to attend, we missed you and there are seats at the table for those who are interested!

Here is a quick recap of what was discussed at the meeting:

- We have two conflicts that the committee helped to decide:
 - **Bay Area Brigade Date** -
 - Typically on first Saturday of May, this year May 4th.
 - Unfortunately, that is a VERY busy weekend, with Rotary District Conference in town, the Tall Ships in Port and Rick Dancer coming in to do FB Live segments for the area.
 - The committee determined, with the approval of Timm Slater, to move the Brigade up one week to the last Saturday in April.
 - **This year's event will be held on April 27, 2019.**
 - Janice to begin the logistics/planning but is **seeking a Co-Chair for this event.**
 - Also, we need to confirm the three teams captains - Lakers, Pirates and Bulldogs.
 - **Please contact Janice ASAP if you are willing to do any of these for positions!**
 - **Third Thursday Tourism Committee Meeting Conflict** - it appears that if we continue on the third Thursday, we will be in conflict with the Airport Board and will not have the presence of Mayor Benetti or other committee members who regularly attend that meeting. Discussion was to move this meeting to the 4th Thursday. If we do that, we will need to move it back to the Fire Hall as the Visitor Center conference room is booked by the Downtown Association. Time will stay at 8:00am. If you have a problem with this please let Janice know. Future dates through May are:
 - February 28th
 - March 28th
 - April 25th - 2 days before Brigade
 - May 23rd
- **National Travel & Tourism Week - May 5-11**
 - Typically, we have not had any other events/activities this week other than the Brigade to kick it off.
 - Discussed ways to show our appreciation to frontline staff at hotels, restaurants, gas stations who make our visitors feel welcome.
 - Suggestion was giving a single white carnation to each front line worker.
 - Logistically this would be difficult to do all three types. Committee agreed to pick one - hotel staff - for this first year.
 - Committee members and others interested in helping are encouraged to let us know. We'll discuss further at next meeting.
- **Articles for The World**
 - One of our committee Goals is to write a monthly article in The World on tourism, the economic impact of tourism or some aspect of tourism.
 - January - there were several articles already with the Lodging Tax Increase, so we opted to begin with February
 - February - 3A Basketball and it's Economic Impact - Janice to write article
 - March - Community Ambassador Program - Miles to write article
 - April - Bay Area Brigade - Janice to write article
 - May - Charleston's Dedication of new Sidewalk/Crossing - Margery/Mel to write article (to be placed early in the month)
 - June - Whiskey Run - NEED Author - perhaps Melissa Cribbins
 - July - July Jubilee - NEED Author
 - August - GORP Program - Miles to write article

- **Recent Media Coverage**

- *Holiday Lights* has been listed as one of the World's Best Events for 2019 by the Chicago Tribune and NY Daily News
 - *Already in talks with Friends of Shore Acres and Park Staff re: Traffic*
- *1859 Magazine* in January has a three-page Trip Planner for the area. We hosted the editor in November.
- *NW Travel & Life* listed the South Coast as one of the 52 Getaways for 2019
- As mentioned above, the Lodging Tax Increase is getting a lot of attention

For information on the updates given by committee members, please contact Janice.

Thanks,
Janice



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