# *TRANSIENT LODGING TAX COMMITTEE*
# CITY OF JACKSONVILLE, OREGON
# MEETING MINUTES
# *March 10, 2020*

## 1. CALL TO ORDER

**Call to Order:** **3:00 P.M.**

**Present**: Committee Members: Mike Thornton, Whit Parker, Duane Sturm, Robert Roos, Jerry Evans and Councilor Gregg
**Absent:**
**Staff:** Finance Director, Stacey Bray
City Recorder, Angela Watson

## 2. MINUTES September 24, 2019

No changes to minutes. Stand as presented.

## 3. Review of Grant Applications – total amount for applications received - $68,933.97 (funds available $41,022.27)

Chair Mike Thornton speaks to role of the Committee and introduces the first applicant to speak to the Committee.

*a.* **Peter Britt Gardens Music & Arts Festival Association – Hiking the Woodlands with the BFO - *$10,000.00***

Donna Briggs, Britt Music Festival, passed out flyers and speaks to the musical event Britt is putting together with "Composer Caroline Shaw". This event will have musicians at designated areas on the trail and attendants will be listening to live classical music while hiking. Donna Briggs also speaks to the marketing plan and total cost of the project.

*b.* **Jacksonville Community Center – Complete Outdoor Patio Space - *$8,975.00***

Sue Miler President of the Jacksonville Community Center speaks to the outdoor patio project. Sue speaks to the demolition of the shed that required the Community Center to use previous awarded funds to be allocated toward the repair instead of the patio. The City agreed to the change. Mike Thornton asked if part of the funds from the previous grant cycle was award for the patio, and the remodel of the shed took that money? Sue Miler answers. Finance Director Bray clarifies, the original grant was for the building and the patio. Duane Sturm asked if the Community Center doesn't get the funds, what will they do. Sue answers.

*c.* **Jacksonville Chamber of Commerce – New Digital Billboard Advertising - *$12,000.00***

Amanda Moreira, Jacksonville Chamber speaks to two large billboards located in Medford to help promote events, lodging, restaurants and scenery or historic aspects of Jacksonville. Mike Thornton asks if this would be an annual cost and how does the Chamber cover ongoing cost. Amanda answers.

*d.* **Jacksonville Chamber of Commerce – New Camera and Technology - *$688.97***
Amanda Moreira, Jacksonville Chamber speaks to request for funds to purchase a camera that would be used for marketing Jacksonville and it could be loaned out to local businesses. Councilor Gregg asked if the 360 views from the camera could be put on the billboards. Amanda answers.

*e.* **Jacksonville Chamber of Commerce – Partial Funding of 2020 Advertising Plan - *$20,870.00***
Amanda Moreira, Jacksonville Chamber speaks to the Chambers 2020 Advertising Plan. This would help retain partnership with Travel Oregon and Southern Oregon to reach local residents and tourist to come to Jacksonville.

*f.* **Jacksonville Chamber of Commerce – Hire Videographer to Create a Video for Jacksonville - *$16,400.00***
Amanda Moreira, Jacksonville Chamber speaks to the vision for hiring a videographer to create a video of the City of Jacksonville and how the video would be used for marketing purposes. Councilor Gregg asks if this is for one video. Amanda answers.

Mike Thornton speaks to process in making the motions

**Motion:** **Buy Camera, item d.**
**Motion by: Duane Sturm**
**Seconded by: Whit Parker**

Robert Roos asks what is the viability to move the camera motion to the Marketing Fund Application. Finance Director Bray answers. Mike Thornton takes a poll of who is interested in moving the application to the marketing fund.

**Motion:** **Amend to move the application as part of the marketing fund and fund it**
**Motion by: Duane Sturm**
**Seconded by: Whit Parker**

**Roll Call Vote on amendment to motion:**
*Aye: Unanimous*

Mike Thornton asks by making this motion if the committee took it out the

control of the City Council to fund the grant. Finance Director Bray answers, the committee has the authority to fully fund a marketing fund.

**Motion:** **Move to fund Britt Gardens, Hiking the Woodlands**
**Motion by: Robert Roos**
**Seconded by: Duane Sturm**

**Action: Recommending the above grant funding to City Council.**

**Roll Call Vote:**
*Aye: Unanimous*

Jerry Evans requested to have a discussion on each application since there is not enough funds to support all of them. Committee discusses the different projects.

**Motion:** **Fund Jacksonville Chamber Commerce request for partial funding of the Advertising Plan in the amount for $20,870.00 and we fund their request to hire a videographer to create a video for $10,152.00.**
**Motion by: Whit Parker**
**Seconded by: Duane Sturm**

**Action: Recommending the above grant funding to City Council.**

**Roll Call Vote:**
*Aye: Unanimous*

Finance Director Bray speaks to Item 3b and 3c, still need to be voted on.

**Motion:** **Move to respectfully decline the applications but please encourage the applicants to come back because they are worthy of consideration.**
**Motion by: Whit Parker**
**Seconded by: Duane Sturm**

**Action: Recommending not funding above grant to City Council.**

**Roll Call Vote:**
*Aye: Unanimous*

4. **Review of Marketing Fund Applications – total amount for applications received – $4,843.00 (funds available $24,596.93)**

   *a.* **Jacksonville Lodging Association – Britt Marketing Program: 2020 Recurring Annual Participation - *$1,843.00***
   Robert Roos speaks to the Britt 2020 recurring marketing participation that is done

through Britt. Robert speaks to the discount that Britt will give when two annual participations are purchased.

*b.* **Jacksonville Lodging Association – Britt Marketing Program: 2021 Recurring Annual Participation - *$2,000.00***
Robert Roos speaks to the 2021 Marketing program.

**Motion:** **Pass A&B**
**Motion by: Duane Sturm**
**Seconded by: Jerry Evans**

**Action: Approve the above Marketing Fund Applications in the amount of $3,843.00**

**Roll Call Vote:**
*Aye: Unanimous*

*c.* **Jacksonville Chamber of Commerce – Oregon Wine Experience Donation - *$1,000.00 – Application revised to $6,000.00.***
Robert Roos speaks on behalf of the Chamber to pay for Lodging for Oregon Wine Experience judges to stay in Jacksonville during the wine event. Discussion between the committee regarding the amendment to the application from the amount of $1,000.00 to $6,000.00.

**Motion:** **Fund Oregon Wine Experiences donation**
**Motion by: Whit Parker**
**Seconded by: Duane Sturm**

**Action: Motion Amended to Fund Jacksonville Chamber for Oregon Wine Experience donation of $6,000 for judges lodging.**

Mike Thornton asked if there is any discussion on the amendment. No Discussion

**Roll Call Vote on Amended Motion:**
*Aye: Unanimous*

Mike Thornton asked if there is any discussion on the motion. No discussion.

**Roll Call Vote:**
*Aye: Unanimous*

## 5. OTHER

None.

**6. ADJOURN: 4:20 P.M.**

Committee Chair

Angela Watson
City Recorder or Designee

Date approved: 9/29/2020

Transcribed by: Angela Watson