

**TRANSIENT LODGING TAX COMMITTEE**  
**CITY OF JACKSONVILLE, OREGON**  
**MEETING MINUTES**  
*May 25, 2021*

**1. CALL TO ORDER**

**Call to Order: 3:06 P.M.**

**Present:** Committee Members: Mike Thornton, Whit Parker, Robert Roos (via conference call), Jerry Evans and Councilor Gregg

**Absent:** Duane Sturm

**Staff:** Finance Director, Stacey Bray

**2. MINUTES September 29, 2020**

Accept minutes as stand.

**3. Review of Marketing Fund Applications – total amount for applications received - \$11,000 (funds available \$15,914.94)**

**a. Jacksonville Lodging Association – Continuing Support of Oregon Wine Experience, Provide Lodging for Wine Judges - \$6,000**

Robert Roos, Jacksonville Lodging Association, speaks to application. Committee Chair Thornton comments on this type of donation having more visibility than previous donations.

**Motion:** Approve request as submitted

**Motion by:** Whit Parker

**Seconded by:** Jerry Evans

**Roll Call Vote:**

*Aye: Unanimous*

**b. Chamber of Commerce – Marketing Campaign to Promote Jacksonville Lodging Spring / Summer 2021 - \$5,000**

Amanda Moreira, Jacksonville Chamber, speaks to the Spring / Summer 2021 marketing campaign. Committee ask specific questions regarding advertising and online traffic. Amanda answers.

**Motion:** Approve request as submitted

**Motion by:** Whit Parker

**Seconded by:** Jerry Evans

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

**4. Other**

Robert Roos speaks to the Chamber of Commerce video being completed and how they will be using it to market Jacksonville. Amanda Moreira speaks to the video views on social media.

**5. Adjourn: 3:17 pm**



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Committee Chair



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City Recorder or Designee

Date approved: 9-23-21