

**CITY OF SILVERTON
TOURISM PROMOTION COMMITTEE MINUTES**

7:00 PM

August 26, 2013

I. WELCOME, PLEDGE OF ALLEGIENCE:

The City of Silverton Tourism Promotion Committee met at the Silverton Community Center on August 26, 2013, at 7:00 PM with Chairman Stu Rasmussen presiding.

PRESENT	ABSENT	
X	_____	Stu Rasmussen, Chairman; City Council
X	_____	Matt Barker; At-Large
X	_____	Norman English; Silverton Mural Society
X	_____	Kyle Palmer; Homer Davenport Days Community Festival
_____	Excused	Suzie Couraud; Chamber of Commerce
X	_____	Kate Cutler; Hotel Owner/Operator
X	_____	Ginny Merriman; Bed & Breakfast Owner
_____	_____	Vacant; Silverton Arts Association

STAFF PRESENT:

Community Development Director, Jason Gottgetreu

II. APPROVAL OF THE MINUTES FROM THE MEETING HELD DECEMBER 10, 2012:

COMMITTEE MEMBER PALMER MOVED TO APPROVE THE MINUTES FROM THE MEETING HELD DECEMBER 10, 2012 AS PRESENTED. COMMITTEE MEMBER BARKER SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

III. PUBLIC COMMENT:

There was none.

IV. DISCUSSION/RECOMMENDATIONS:

4.1 Review 2013-2014 Grant Application requests.

4.1a Silverton Days- July 3rd Celebration, Oregon Garden Foundation

Karin Holton, Crescendo Marketing, addressed the Committee. Committee Member Palmer indicated there have been discussions that due to the lack of funding, the fireworks event is in jeopardy. He questioned Ms. Holton on whether the Oregon Garden Foundation would use any of the \$150,000 the Oregon Garden receives from the Transient Occupancy Tax (TOT) towards the fireworks event. Ms.

Holton said that decision would be determined by the Board of Directors, and indicated they could make that request to them.

Chairman Rasmussen asked how much funds are available for this grant cycle. Community Development Director Jason Gottgetreu said \$25,002.00 is available for the fiscal year. Committee Member Palmer asked if the Committee would be allocating funds in this meeting. Community Development Director Gottgetreu said this meeting allows the applicants to present their information to the Committee, and explained that on September 23, the Committee will develop recommendations and fill out the evaluation forms.

4.1b Stay in Silverton, The Oregon Garden & Oregon Garden Resort

Brittney Hatteberg, Marketing Manager for the Oregon Garden, addressed the Committee. She said their proposal is to create and design 75,000 promotional brochures for the Oregon Garden for distribution throughout Portland and Eugene, with coupons for overnight stays. She indicated their previous program generated 795 overnight visits.

Committee Member Palmer asked Ms. Hatteberg if they could use some of the TOT money they receive and invest it this program, which produces positive results for them. Ms. Hatteberg said they recently developed a Marketing budget and are working to promote tourism into Silverton. Committee Member English asked if there is a tracking system that would identify when the overnight stays occurred. Ms. Hatteberg stated that at the end of the program, they would be able to breakdown the stays by week or month. Committee Member Barker asked if the coupon would be used during the off-season months only. Ms. Hatteberg said the coupons would include that notation. Chairman Rasmussen suggested distributing the brochures for six-months in areas such as Seattle or San Francisco to expand the market area. Ms. Hatteberg said they can look into that option.

4.1c Silverton Fine Arts Festival, Silverton Arts Association

Stacy Higby, representative for the Silverton Arts Association addressed the Committee. She said they would like to increase the number of festival programs that are produced so that they could expand their distribution area to include Bend and the Oregon Coast. Committee Member Merriman asked for clarification on their tracking system. Ms. Higby replied they do not have a system in place, but would like to partner with organizations, such as the Oregon Garden so that they can track it electronically. Committee Member Palmer asked Ms. Higby would they redesign the brochure if they did not receive the grant. Ms. Higby said they may still redesign the brochure, however, she stated she is not sure whether they would be able to increase the distribution area.

Committee Member English expressed concern that the proposals are for events that do not target the off-season months. Committee Member Barker said these events may not directly promote overnight stays, but the events highlight the community enticing people to come back to Silverton.

4.1d National Tour Association Conference, Oregon Garden Foundation

Marney Roddick, the Group tours and Membership Services person for the Oregon Garden addressed the Committee. She said it is uncommon to book several tours in the same year, and highlighted that two have been booked for 2014.

Committee Member Palmer asked if the dues are part of the program. Ms. Roddick said there are benefits beyond the program.

4.1e Silverton Rack Card Distribution Program-Bend, Silverton Chamber of Commerce

Stacy Palmer, Executive Director addressed the Committee. She said the rack program would target the Bend/Redmond area. She said the brochures would be distributed in October.

Chairman Rasmussen asked why they expect to a 5% when the Oregon Garden has received less than a 2% return. Ms. Palmer answered that they are using the average rate of return, and indicated they would still recuperate their costs with a 2% return.

Community Development Director Gottgetreu said the next meeting will be on September 23, 2013.

V. ADJOURNMENT:

The meeting was adjourned at 7:49 PM.

Respectfully submitted,

/s/Lisa Figueroa
Administrative Assistant/City Clerk
City of Silverton