



CURRY COUNTY BOARD OF COMMISSIONERS
TOURISM AND PROMOTIONS COMMITTEE

Thursday, August 27, 2020– 4:00 P.M.
Blue Room Annex
94235 Moore Street, Gold Beach, Oregon
www.co.curry.or.us

WORKSHOP MINUTES

August 27, 2020

A. CALL TO ORDER

- ❖ Meeting was called to order by Chair Erin Johnson, at 4:14 pm.
- ❖ Present was Erin Johnson Chair, Julie Brown, Terri Domanick, and Dianne Schofield, including Secretary Miranda Plagge. Absent was Nic McNair and Leslie Wilkson

B. DISCUSSION ITEMS

- **Tourism and Promotion Infrastructure**
 - Erin Johnson suggested the best place to start the conversation, would be branding.

Discussion ensued:

The group agreed. Johnson suggested that Tillamook has a great brand and would glean from them what a new logo could look like. Johnson also stated that the Committee should incorporate a new logo when grants are approved. (Logo being a requirement for any marketing involved) Something Tillamook requires all approved grants.

Erin Johnson than asks the Committee if she could get their permission to work on some ideas for a new logo. They all agreed that they would welcome some new logo designs at the next meeting.

The Committee members agreed that they would like to see something unique to Curry County. Suggestions were from the

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tallest bridge in Oregon, to Battle Rock. Colors were talked about as well, including colors of sunsets, bridges and such. Terri Domanick said that she would like to be sure the Committee is careful using imagery that would perhaps offer more exposure to Jerry's Jet Boats, fearing that would be more advertising for them. The consensus was that the Committee should think about the impact the brand would be on a world stage.

- Miranda Plagge than shared an email that Nic McNair had provided for what a budget breakdown could look like, and his feelings regarding the budget.

Discussion ensued:

Julie Brown suggested that Travel Southern Oregon Coast would be important in local and regional partnering; her suggestions included Travel Southern Oregon as they are a regional organization and have a lot of readers/followers in the Valley (Grants Pass and Medford) which our County benefits directly from.

Dianne Schofield made a point that it would be a good idea to perhaps get some full time help to manage not only the marketing, but also the website. Suggestions were made for a "RARE" student, or create some sort of internship. She later agreed she would look into those programs, and report back to the group on what may be the best course of action.

- Julie Brown agrees to reach out to several organizations to see if there is funding to pay for website management.
- Julie Brown makes a motion to research financial assistance for a full time intern for all things marketing/website management.

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- Dianne Schofield seconds the motion to research financial assistance for a full time intern for all things marketing/website management.
- Miranda Plagge than suggests that we turn the discussion to the budget structure.

Discussion ensued:

Erin Johnson liked the way that Nic McNair had done a preliminary breakdown of what the budget could be, her concern was that ear marking so much money for one program locks you in.

Julie Brown agreed and had the same sentiments about ear marking so much for just one partnership.

The consensus from the Committee was than to be general in enough categories to allow for more partnerships and more funding.

The first budget category that was discussed was 20% Marketing, Terri Domanick suggested that web and branding could be under marketing, Erin Johnson also added print costs would be part of a marketing budget.

The next item to be budgeted was-- 20% in Partnerships. Miranda Plagge suggested that perhaps being too specific to one partnership would be a hindrance to the overall goal, and that Partnerships could be not only local and regional organizations like OCVA or TSOC, but could also include Co-Op opportunities. Erin Johnson mentioned she did not know enough of the partnerships to know if 20% would be too little or too much. Julie Brown assured that

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more research may be needed, but we could leave it as 20% and increase or decrease next fiscal year.

- Nic McNair provided insight in his email to the group that he would like to see a marketing match. There was a discussion on what he may have been suggesting, and how the committee could interpret what “marketing match,” could be; the general conclusion was that it could be interpreted as a grant match.

Discussion ensued:

Terri Domanick added that Tillamook requires organizations to provide documentation of at least 25% match level in funds or in-kind support of the amount requested in the application.

The consensus by Erin Johnson and Julie Brown are that not only a match should be required but that booth space should be provided to continue to introduce the committee to the community at large.

Miranda Plagge suggested that 40% may be a good starting point for a grant matching program. Erin Johnson agreed. Plagge then asked if we should split it 20% non-profit, 20% for profit. Domanick was concerned that there would be more “for profit,” applications than “non-profit.”

Plagge suggested that the committee could get into the finer details of a grant program at a later time, as there seemed to be a lot of details to work through.

Dianne Schofield spoke about being on the TLT committee in Port Orford, and how they don’t label for either, but how Port Orford Mainstreet gets nearly 50-60% of that money because they get a lot done for the city. Schofield goes onto explain that accountability should be considered as a requirement, because the money is given

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on good faith. But requiring accountability in a report or some other sort of form that would curve some of the pit falls that Port Orford experienced. Schofield also stated she received a grant from Port Orford TLT, for beautification.

Terri Domanick than stated that Tillamook does require that beautification have its own category.

Schofield also stated that as a committee, you than also have to break it down further and make sure it's for beautification purposes and not general maintenance to a business that perhaps didn't want to invest its own monies.

Miranda Plagge also suggested a requirement that any applicant needs to prove or show that the grant money would be used for a tourism related business or need and have a benefit to the entire County.

The last 20% is agreed to be left as a discretionary fund, and to be used when it sees fit, or is needed.

- Julie Brown than makes a motion to approve the budget for 2020-2021

20% Marketing

- Web
- Print
- Promotion
- Etc...

20% Partnerships

- Local and regional tourism organizations
- Co-Op opportunities

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40% Grant Program

- Both for profit and non-profit
- Events
- Tourism aspect

20% Discretionary Funds

Dianne Schofield seconds the motion.

Motion carried 4 to 0 (Julie Brown-Yes; Erin Johnson- Yes; Terri Domanick-Yes; Dianne Schofield-Yes; Leslie Wilkinson and Nic McNair absent for vote).

- Erin Johnson suggests that she really likes the way Tillamook does their grant program, and feels the committee should mirror quite a bit of it if possible; Julie Brown agrees.
- Miranda than suggests that the committee workshops the grant program in the next meeting. Julie Brown suggests this meeting to be open to public comment.
- Both meetings are than scheduled

C. FUTURE MEETINGS

- ❖ September 9th 4pm Annex

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❖ September 23rd 4pm Annex

D. ADJOURN

❖ The meeting adjourned at 6:00pm

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