

## LA PINE TRT COMMITTEE MEETING AGENDA

Thursday, April 14, 2011 5:30 p.m.  
51340 Highway 97, La Pine, Oregon 97739  
South County Building Meeting Room

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Added Agenda Items
5. Approval of Minutes  
April 7, 2011 Meeting
6. Review TRT Applications
7. Public Comments
8. Additional Comments from Committee Members
9. Adjourn

Pursuant to ORS 192.640, this notice includes a list of the principal subjects anticipated to be considered or discussed at the above-referenced meeting. This notice does not limit the ability of the Tourism Committee to consider or discuss additional subjects. The meeting is subject to cancellation without notice. This Tourism Committee meeting is open to the public and interested citizens are invited to attend. The meeting is a public meeting not a community forum; audience participation is at the discretion of the Chair of the Tourism Committee. The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to Patti Morgan at (541) 536-1432.

# LA PINE TRT COMMITTEE MEETING MINUTES

Thursday, April 14, 2011 5:30 p.m.  
51340 Highway 97, La Pine, Oregon 97739  
South County Building Meeting Room

1. Call to Order

Chair Mike Jensen called the meeting to order at 5:35 pm.

2. Roll Call

Roll Call

Present Were:

Chair Mike Jensen  
Linda Johnston  
Linda Smith absent by prior arrangement  
Ann Gawith  
Justin Cutler absent by prior arrangement

3. Pledge of Allegiance

Chair Jensen led the Pledge of Allegiance.

4. Added Agenda Items

Linda Johnston stated she would like to discuss the work flow for the application process. She also said she wanted to discuss the focus of the group.

5. Approval of Minutes  
April 7, 2011 Meeting

**A motion was made by Ann Gawith and seconded by Linda Johnston to approve the April 7, 2011 Meeting Minutes**

<i>Vote as follows:</i>	<i>AYE</i>	<i>NAY</i>
<i>Chair Mike Jensen</i>	<i>X</i>	
<i>Linda Johnston</i>	<i>X</i>	
<i>Ann Gawith</i>	<i>X</i>	

**Motion passed unanimously.**

Linda Johnston stated that when the TRT committee first started out they were an advisory committee and did screening only. She said it was very easy for someone to come and apply. Linda Johnston stated that the application process has gotten more complicated especially for the smaller applicants.

Chair Jensen stated that this committee is doing the work that the City Council does not have time to do and also be stewards of the funding to some degree. He said that the job of the committee has grown and changed over the period of four years. Chair Jensen said the amount of money has increased and there are more people applying. He said also their role is to partner with applicants for something that is good for La Pine. Chair Jensen said that they cannot be prepared for anything like applicants coming in after the application process has been completed even though their request for funds is worthwhile.

Dan Varcoe, Visitors Center, stated that the money is allocated by the State and they dictate how it can be used but every City does it differently. Linda Johnston stated that 80% of the work at the Visitor's Center is tourism but they are only getting 50% of the monies. Mr. Varcoe said maybe there is a way to have a sponsorship for events that do not meet the TRT application process.

#### Public Comment

Mayor Mulenex stated that tournaments do not qualify because they are an extension of an ongoing program. He said he has reservations about giving out money for a closed group. Mayor Mulenex stated that the original TRT budget he worked on in the past is not run like it was when he was on it. He said the application process is complicated and makes things difficult to administer and also for people to come and sit down and make their request. Mayor Mulenex stated that an event that is going to bring the tourist in like Frontier Days is really what he thinks qualifies for funding.

Dan Varcoe mentioned that the racing car can be used to promote tourism at various locations outside the 50 mile radius.

Chair Jensen suggested the Visitor's Center meet with the TRT committee maybe four times a year and give a report. He said he also liked the idea of a tourism advisory group. Mayor Mulenex suggested the advisory group could quantify how marketing would be done to promote tourism for the City. Mayor Mulenex favored a TRT committee with a very narrow job. Ann Gawith stated that the TRT committee should solely be to disperse funds. Otherwise, the applicants could go to the Visitor's Center for assistance.

01:00:29

Chair Jensen suggested changing the application process to begin in August and go to January so events would better know how much money they would be in need of. Mayor Mulenex stated that the TRT committee and application process needs to be looked over again by the Council. Dan Varcoe said every event should be marketing the next event.

#### 6. Review TRT Applications

Dan Varcoe stated that he needed to know from the committee about what else they may need. He said the Frontier has 50% distribution beyond the 50 mile radius, Wisebuys is distributing only 20% outside the 50 mile radius and the Eagle has only 20% going outside the 50 mile radius. Mr. Varcoe said he would like to target Eugene and Albany and Lebanon because La Pine is their playground for different events. He also discussed discount cards that would be distributed at the race car staging as well as other places promoting the different events in the City.

Dan Varcoe discussed a sign that will change depending on what events are going on that week. He reviewed the number of visitors that come into the Visitor Center on a yearly basis. Mr. Varcoe also said the website had numerous hits on it. He said there will be a new dedicated website.

Chair Jensen said that the Visitor's Center has become more important in promoting tourism in the City. He also said the committee needed to look over the TRT funds received by the City over the last year for budgeting purposes.

The committee asked for an updated list from Dan Varcoe on how much money would be spent on advertising, etc., for each of the events. They also asked that the City provide the amount of monies that have come in and being spent for tourism during the fiscal year to date.

The committee decided to have the TRT recommendations to the Council for consideration at the Council's Work Session on May 25<sup>th</sup>. May 4<sup>th</sup> was decided on the date for the next TRT meeting. The agenda will be to review the presentation from the Visitor's Center. There will be an additional meeting on May 12<sup>th</sup>.

7. Public Comments  
None

8. Additional Comments from Committee Members  
None

9. Adjourn

**A motion was made by Ann Gawith and seconded by Linda Johnston to Adjourn the Meeting.**

<i>Vote as follows:</i>	<i>AYE</i>	<i>NAY</i>
<i>Chair Mike Jensen</i>	<i>X</i>	
<i>Linda Johnston</i>	<i>X</i>	
<i>Ann Gawith</i>	<i>X</i>	

**Motion passed unanimously.**

Chair Jensen adjourned the meeting at 7:20 pm.

\_\_\_\_\_  
Chair Mike Jensen 5/4/11

Attest: \_\_\_\_\_  
City Recorder/Manager Rick Allen