

PBL
10/19/23

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Thursday, October 19, 2023 at 3:30p.m.
Deer Creek Room, Roseburg Public Library**

Public Access – Facebook Live at www.Facebook.com/CityofRoseburg

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
Patrice Sipos, Chair Mickey Beach Don Baglien Leah Jones
Misty Ross Michael Widmer Paul Zegers
3. **APPROVAL OF MINUTES**
A. July 27, 2023 – Economic Development Commission
4. **AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered. See Information on the Reverse**
5. **INFORMATIONAL**
A. Umpqua Economic Development Partnership Update – Brian Prawitz, Executive Director
6. **BUSINESS FROM THE COMMISSION**
7. **BUSINESS FROM STAFF**
8. **NEXT MEETING – January 9, 2023**
9. **ADJOURNMENT**

The agenda packet is available on-line at:
<http://www.cityofroseburg.org/your-government/commissions/economic-development/>

AMERICANS WITH DISABILITIES ACT NOTICE

Please contact the office of the City Recorder, Roseburg City Hall, 900 SE Douglas Avenue, OR 97470 (Phone 541-492-6700) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

CITIZEN PARTICIPATION

Comments can be provided via email to the Commission at cdd@cityofroseburg.org or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on October 19, 2023. Comments must include the person's name and address, including whether or not they are a resident of the City of Roseburg, for the record. The Commission reserves the right to delay any action requested until they are fully informed on the matter.

The Community Development Director will provide any comments received prior to 12:00 p.m. on the day of the meeting to the Commission and will be read into the record during the meeting.

For further details or information please contact the Community Development Department Monday through Friday, 8:00 a.m. to 5:00 p.m., at Roseburg City Hall, 900 SE Douglas Avenue, Third Floor, Roseburg OR 97470, phone number 541-492-6750, or e-mail cmatthews@cityofroseburg.org.

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
July 27, 2023

CALL TO ORDER

Vice Chair Mickey Beach called the meeting of the Economic Development Commission to order at 3:30 p.m. in the City Hall Council Chambers.

ROLL CALL

Present: Vice Chair Mickey Beach, Commissioners Leah Jones, Misty Ross, and Michael Widmer.

Absent: Commissioners Don Baglien and Paul Zegers.

Others Present: Community Development Director Stuart Cowie, City Manager Nikki Messenger, Department Technician Chrissy Matthews, and Cam Campman-Anvil Northwest/Experience Roseburg.

Commissioner Ross moved to approve the minutes of the January 10, 2023 meeting as submitted. The motion was seconded by Commissioner Jones and approved with the following vote: Vice Chair Beach, Commissioners Jones, Ross, and Widmer voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

DISCUSSION ITEM

Tourism Grant Applications

Cowie discussed the grant applications that were received (5 total) and shared the criteria and qualifications based on criteria identified in Oregon Revised Statute (ORS) 320.350, which indicates the use of transient lodging tax revenue may be used to fund tourism promotion or tourism related facilities.

Wildlife Safari – 2023 Holiday Events - requested \$4,999 for advertising their holiday events for 2023 and to purchase additional lights to use on display during their events such as the “Safari After Dark” family friendly Halloween display, “Turkey Trot” Thanksgiving run, and December events including “Wild Lights,” “Elephant Elves” and “Breakfast with Santa.”

Wildlife Safari serves approximately 300,000 people annually and is the largest single tourism provider in Douglas County. Funding has been awarded to them several times in the past.

Staff recommended approval for the requested funding.

Commissioner Ross asked if Wildlife Safari will use their previous advertising sources.

Cowie stated they would and the City’s sponsorship will be recognized on their social media.

Vice Chair Beach acknowledged the impressive collateral impact Wildlife Safari has on tourism and the community.

Commissioner Jones moved to award funding in the amount of \$4,999 to Wildlife Safari for advertising related to holiday events in 2023 and to purchase additional lighting to enhance light displays during holiday events. The motion was seconded by Commissioner Widmer and approved with the following vote: Vice Chair Beach, Commissioners Jones, Ross and Widmer voted yes. No one voted no.

Umpqua Valley Winegrowers Association (UVWA) – Roseburg Wine & Travel Influencer Tours requested \$4,999 to use toward hosting wine and travel writers to come and visit the Umpqua Valley through a “media tour” using an itinerary based out of Roseburg that includes lodging, dining, plus a private tour with a local wine touring company to visit local wineries and vineyards. The writers could then write about the Umpqua Valley in their respective publications; however, the writers are not obligated to write a favorable article. Potential publications could include the Oregon Wine Press, The Wine Enthusiast, SIP Northwest and 1859.

Staff recommended to deny funding for the UVWA Roseburg Wine & Travel Influencer Tours because there is no guarantee that the wine and travel writer would write an article about our area in their respective publication, even though it is a customary practice, and no writers were secured to come at the time of the application submittal.

Vice Chair Beach inquired if UVWA funded the influencer tours and an article with quotes about the Umpqua Valley was published in a magazine, could they use those quotes to meet the Statute’s criteria for advertising to apply for grant funding in the future.

Messenger stated they could use the quotes to meet the Statute’s criteria for advertising to apply for grant funding in the future.

Commissioner Ross inquired if funding was awarded to the UVWA previously for this type of ask.

Messenger stated UVWA has previously been awarded funding for two events and for their website-social media campaign.

No further questions or discussion.

Cowie reiterated a question from an audience member who asked if the Statute is open to interpretation. Cowie stated it is open for interpretation; however, if the City were to be audited we have to ensure the interpretation would line up with the Statute.

Commissioner Ross moved to deny the funding request in the amount of \$4999 for Umpqua Valley Wine Growers Association – Roseburg Wine & Travel Influencer Tours. The motion was seconded by Commissioner Widmer and approved with the following vote: Vice Chair Beach, Commissioners Jones, Ross and Widmer voted yes. No one voted no.

Discussion ensued regarding the Statute criteria and applicants were encouraged to work with the City to align their request with the required criteria.

Roseburg Elks Lodge – Umpqua Community College (UCC) Back to School Auto Extravaganza & Street Fair requested \$4999 toward advertising costs associated with the UCC Back to School Auto Extravaganza event held at the UCC campus on September 16,

2023. The event would consist of a car show, street fair, food and ware vendors, games, prizes and a cornhole tournament put on by the Southern Oregon Cornhole Association.

The objective of the event is to raise funds for the UCC endowment fund, the UCC memorial maintenance, and the UCC general fund for student activities.

Staff recommended to deny the requested funding based upon the narrative within the application of the objective of the event being a fundraising opportunity for UCC and not tourism as the primary objective. The application failed to identify how it planned to advertise and market the event to individuals who qualified as tourists based on Statute living at least 50 miles outside the area. In addition, the submitted budget did not accurately reflect the use of the requested funding amount.

Commissioner Ross asked if the applicant asked staff for guidance to fulfill the criteria required for advertising for their application.

Cowie stated he had a discussion with the applicant after the application was submitted; however, it is during the review process of the application.

Vice Chair Beach asked if there is an open application period.

Cowie stated the tourism grant application is open twice a year, fall and spring. This grant cycle was opened in May and closed at the end of June, allowing staff to review and make recommendations for the July EDC meeting.

Commissioner Jones asked if this is the first event of its kind.

Doris Kobernik, Roseburg Elks Lodge stated this is the second year of the event. The event was held last year and had a nice turnout. Last year's advertising budget was nearly \$4,000 to draw people from 50 miles outside the area. The Elks Lodge is a benevolent/charitable organization which raises funds to help charities and help our community but with a limited advertising budget it can be difficult and that is why they requested funding.

Commissioner Ross asked how the event was advertised and how many attended.

Kobernik stated they utilized radio and television advertising in Eugene, Medford and locally. For their first event they had about 50 cars and about 1,500 attendees; however, it was not tracked.

Commissioner Ross stated, in the event the requested funding was awarded, or for future requests, she recommended collecting zip codes to track attendance information and statistics regarding out-of-town visitors.

Bruce Pettengill Roseburg Elks Lodge stated about 10% of the attendees were from out of the area. Although it was hard to track, the north and south parking lots were full.

Messenger asked if a cornhole competition was present at last year's event.

Pettengill stated they did not have a cornhole association involved at the last event, but the game was set out and was very popular. This year's event is a one day car show, one day street fair, and one day cornhole competition operated by the Southern Oregon Cornhole

Association who will draw contestants from the entire Pacific Northwest and northern California. The advertising budget for this event is only \$450.

Messenger asked Pettengill if the requested funding would be part of the advertising budget, if awarded.

Pettengill stated the funding would be used for the advertising budget and they are working with BP Media-Brian Prawitz for advertising to reach people outside of the area.

Commissioner Ross moved to award funding in the amount of \$4,999 to Umpqua Community College (UCC) Back to School Auto Extravaganza & Street Fair to be used for advertising only to reach people 50 miles outside the area. The motion was seconded by Commissioner Jones and approved with the following vote: Vice Chair Beach, Commissioners Jones, Ross and Widmer voted yes. No one voted no.

Discussion ensued regarding advertising and the short timeframe for advertising the event held on September 16.

Umpqua Watersheds – Umpqua Outback Stage and Community Space Project requested \$20,000 to construct a multi-use covered community bandstand and patio area behind their building at 539 SE Main Street in downtown Roseburg.

The application indicated that the covered stage and community space will contribute to tourism by providing engaging events, fostering community engagement, supporting local businesses and community groups, and enhancing overall visitor experience. The events could consist of live music performances, presentations, cultural festivals and community gatherings.

Cowie provided ORS 320.300 which defines tourism-related facility as other improved real property that has a useful life of 10 or more years and has substantial purpose of supporting tourism or accommodating tourist activities.

The application indicated the covered stage would increase tourism to the area by providing engaging events and enhancing overall visitor experience, but it failed to describe how it will accomplish this, or what types of specific events will draw people from 50 miles outside of our area or further. Based upon the application, the stage appeared to be a speculative venture and needed further analysis and identified programing if City staff were to recommend the EDC recommend this proposal go before City Council for consideration.

Staff recommended the Commission not forward the request to City Council for further review.

A discussion ensued regarding the project and the applicant was encouraged to fine tune their application and reapply.

Commissioner Ross moved to deny the Umpqua Watersheds' request for \$20,000 to construct a multi-use covered community bandstand and patio area at 539 SE Main Street. The motion was seconded by Commissioner Widmer and approved with the following vote: Vice Chair Beach, Commissioners Jones, Ross and Widmer voted yes. No one voted no.

Origami Creative Co. (re)Discover Downtown (Downtown Roseburg Biannual or Quarterly Guide) requested \$4,999 to publish either a biannual (twice a year) or quarterly guide featuring a map of downtown business locations divided into restaurants/coffee shops, breweries, wineries, and beauty/wellness services, including retail featured articles on downtown businesses and events and attractions occurring within the downtown area.

Staff determined the application was incomplete and needed more information in order to meet the grant requirements. Staff recommended the EDC deny the request and not authorize grant funding to Origami Creative for a downtown guide.

A discussion ensued regarding the publishing of the guide and distribution. The applicant was encouraged to amend their application and reapply.

Commissioner Jones moved to deny the Origami Creative Company's request for \$4,999 to publish either a biannual (twice a year) or quarterly guide. The motion was seconded by Commissioner Widmer approved with the following vote: Vice Chair Beach, Commissioners Jones, Ross and Widmer voted yes. No one voted no.

INFORMATIONAL

Experience Roseburg (ER)/Anvil Northwest Report

Campman provided the Experience Roseburg Quarterly Report which included the following.

- The Visitor Center has been open for a year and the experience has been great.
- New merchandise has been added to the visitor center.
- The mural project started last spring and more murals have been added and more to come.
- Between Two Rivers continues to grow.
- Demographics & Data.

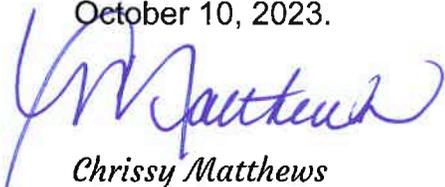
A discussion ensued regarding the use of Datafy information and how it will be a benefit for marketing and advertising to attract tourism; the goal of the murals and the muralists attracting visitors to downtown, and some confusion surrounding Roseburg having two visitor centers.

Cowie shared the Roseburg Area Chamber has a signed lease with the City at 410 SE Spruce Street and they continue to operate a Roseburg Visitor Center.

BUSINESS FROM COMMISSION – None

BUSINESS FROM STAFF – None

ADJOURNMENT - Meeting adjourned at 5:10 p.m. The next meeting is scheduled for October 10, 2023.



Chrissy Matthews
Department Technician