### CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION Thursday, October 23, 2025 at 3:30 p.m. Roseburg City Hall, Council Chambers



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

### **AGENDA**

- 1. CALL TO ORDER
- 2. ROLL CALL

Zack Weiss, Chair

Mickey Beach

Michael Widmer

Paul Zegers

Sarah Everman

Joel Goodwillie

Theresa Haga

- 3. APPROVAL OF MINUTES
  - A. July 24, 2025 Economic Development Commission
- 4. AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered.

  See Information on the Reverse
- 5. SPECIAL PRESENTATION
  - A. Thrive Umpqua Main Street Program Update
  - B. Experience Roseburg Quarterly Report
- 6. BUSINESS FROM THE COMMISSION
- 7. BUSINESS FROM STAFF
- 8. **NEXT MEETING** January 22, 2026
- 9. ADJOURNMENT

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

### **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 <a href="cdd@roseburgor.gov">cdd@roseburgor.gov</a> or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on the day of the meeting. 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 but will not be read aloud 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 <a href="mailto:cmatthews@roseburgor.gov">cmatthews@roseburgor.gov</a>.

### CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION MINUTES July 24, 2025

#### CALL TO ORDER

Chair Weiss called the meeting of the Economic Development Commission (EDC) to order at 3:31 p.m. in the City Hall Council Chambers.

#### **ROLL CALL**

Present: Chair Weiss, Commissioners Mickey Beach, Sarah Everman, and Joel Goodwillie.

Absent: Commissioners Theresa Haga, and Paul Zegers.

Staff Present: Community Development Director Stuart Cowie, City Manager Nikki Messenger and Department Technician Chrissy Matthews.

Others Present: Anvil Northwest Cam Campman.

Commissioner Beach moved to approve the minutes of April 24, 2025, as submitted. The motion was seconded by Commissioner Everman and approved with the following vote: Chair Weiss, and Commissioners Beach, Everman, Goodwillie, and Widmer voted yes. No one voted no.

Chair Weiss opened the public hearing and read the procedures. He asked the Commission to disclose any conflicts of interest, exparte contact or financial benefit.

Cowie stated no responses were received,

Commissioner Beach declared a potential conflict of interest since he participates as a vendor at the Summer Arts Festival. No other commissioner reported any conflict of interest.

### **AUDIENCE PARTICIPATION NON-AGENDA ITEMS - None.**

### **Tourism Grant Applications**

Cowie stated tourism grant applications are evaluated based on criteria identified in Oregon Revised Statute (ORS) 320.350 that indicates the use of transient lodging tax revenue may be used to fund tourism promotion or tourism related facilities. The terms Tourism Promotion and Tourism Related Facilities are defined in ORS 320.300.

### Wildlife Safari - Lemur House Renovation

The applicant requested \$7,499 to help fund the renovation of the lemur exhibit located in the Safari Village. The current lemur house is more than 20 years old, limits breeding options, lacks modern husbandry and care necessities, and needs a new floor. The new renovation will help to address these issues.

Staff recommended awarding funding in the amount of \$7,499 to assist in construction costs associated with the construction of the lemur exhibit.

Ali Shaver, Marketing and Public Relations for Wildlife Safari, shared they are waiting for funding before drafting plans for the renovation. The Lemurs will be moved to the other two islands so visitors will still be able to view the lemurs.

Messenger suggested the requested funding of \$7,499 be rounded to \$7,500.

Commissioner Everman moved to award \$7,500 to Wildlife Safari to help fund the renovation of the lemur exhibit located in the Safari Village. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Chair Weiss, and Commissioners Beach, Everman, Goodwillie, and Widmer, voted yes. No one voted no. The motion passed unanimously.

### Umpqua Velo Club – The Vineyard Tour

The applicant requested \$1,500 to market the Annual Umpqua Velo Club Vineyard Tour. The cycling event draws riders from throughout the western states. The event includes four different route distances to cater to varying abilities. The routes try to highlight the beauty of our area.

Staff recommended awarding funding in the amount of \$1,500 for marketing the Umpqua Velo Club Vineyard Tour.

Chair Weiss asked if staff knew the average number of participants.

Cowie estimated about 120 participants according to information provided by the Velo Club. The event is held the weekend of October  $3^{rd}-5^{th}$ , so participants utilize hotels, camping, and restaurants over several days. The tour is the same weekend as the Blocktober Festival held in downtown Roseburg.

Commissioner Goodwillie asked Ali Rogers if the riders typically stop at wineries on the tour route.

Ali Rogers, Umpqua Valley Winegrowers Association stated she participated in the Vineyard Tour last year and thought it was a fantastic event. The event kicks off in Roseburg the Friday before the event on Saturday, which gets people here early for the weekend. The Vineyard Tours doesn't stop at wineries or vineyards, so she is unable to say if the tourists are going on their own.

Commissioner Everman stated the Velo Club makes a concerted effort to engage local businesses in the Vineyard Tour event by providing vouchers to participants to visit local participating businesses.

Commissioner Beach moved to award \$1,500 to the Umpqua Velo Club for marketing the Vineyard Tour. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Chair Weiss and Commissioners Beach, Everman, Goodwillie, and Widmer, voted yes. No one voted no. The motion passed unanimously.

### Umpqua Valley Winegrowers Association (UVWA) – Digital Marketing Campaign Part 2

The applicant requested \$7,500 to help create and distribute videos and photographs designed to invite visitors to Roseburg and the Umpqua Valley. The videos and photographs will be utilized year-round through a marketing campaign that promotes the region as a wine destination, targeting wealthy travelers seeking good wine, food, and adventure.

Messenger asked the Commission if any are members of Umpqua Valley Winegrowers Association.

**Applicant** 

Ben Tatone, 201 Pegasus Lane. The property, purchased in 2015 for development, faced access limitations from Troost Street. Annexation was required to obtain city water, prompting a rezone to MR14, consistent with the area's single-family development pattern and supported by a housing needs analysis. RUSA's sewer main was extended from Katie Drive to the west side of Greenley Street to address long-term septic needs, as most homes in the area still rely on septic systems. Tabor's typical residential construction timeline is 90–120 days, with homes generating 4–5 business trips daily according to U.S. transportation data. All Tabor homes are Energy Trust certified.

Commissioner Nielsen asked if site prep was being conducted and if an approval was obtained.

Tatone explained that site work was completed a few years ago to level the area, with materials repurposed for other projects. He received approval from the Douglas County Planning Department for a single-family dwelling. Annexation is required to access city water due to the property's proximity to city limits. The site is not currently an active construction zone. No parties in favor.

No parties in neutral position.

### Opposition

Mark Dwan, 1070 Greenley Street. Concerned with substandard conditions of Greenley Street, Future development of the parcel, and Traffic and pedestrian concern.

Bettina Blomberg, speaking also on behalf of Gary Blomberg, 1308 NW Grove Street. Concerned with maintaining access from Greenly Street to access their property on NW Grove Street for property maintenance, Greenley Street's poor road conditions, Traffic safety and noise, and Future increased development on the parcel.

#### Rebuttal

Tatone stated if Greenley Street were to form an organized maintenance agreement he would be happy to participate.

There was no further testimony or questions. The public hearing was closed.

Commissioner Brady moved to adopt the Findings of Fact as presented, and referred the request to City Council, recommending approval of the requested Annexation and Zone Change, referenced as File No. AN-24-002 & ZC-24-002. The motion was seconded by Commissioner Bolhuis and approved with the following vote: Chair Yraguen, and Commissioners Bolhuis, Brady, and Nielsen voted yes. No one voted no.

#### **BUSINESS FROM STAFF -**

Cowie stated the Commission's decision will be presented to City Council. Individuals with party status will receive a notice.

Gabe Baracker was introduced as the new Community Development Associate Planner. Gabe brings valuable planning experience and previously served as a city manager for a small town on the East Coast. He joins us with a strong background in public service.

The new OpenGov permit software launched on August 1, 2025. The implementation process was discussed.

### Veterans of Foreign Wars (VFW) – Remembrance Wall & Appreciation Golf Tournament

The VFW submitted a tourism grant application for two specific items.

- 1. Expansion to the existing VFW Remembrance Wall located at 1127 NE Walnut St.
- 2. Assist in funding a Veteran's Appreciation Golf Tournament at Bar Run Golf & RV Resort. The golf tournament was scheduled for July 19, 2025, prior to the EDC meeting scheduled for July 24<sup>th</sup>.

Cowie advised the applicant the golf tournament wouldn't be eligible for consideration this grant cycle since the event will take place after the EDC meeting. The applicant indicated interest in pursuing funding for the remembrance wall and was informed that tourism funds may be used for capital improvement projects only if the project is associated with a tourism-related facility, per Oregon Revised Statute (ORS) 320.350. The VFW was advised to provide data on out-of-area visitors to demonstrate the site's tourism relevance.

A revised application was submitted, adjusting the funding request from \$6,500 to \$5,350; however, it only outlined the proposed use of funds and did not include data on tourist visitation. Without the information, a positive recommendation could not be provided. The VFW was encouraged to compile visitor data to support a future application that aligns with ORS 320.350.

Commissioner Beach moved to not fund the grant request for the VFW at this time but encouraged the VFW to obtain tourist data on their remembrance wall to determine if they qualify for tourism grant funding as required in ORS 320.350 and re-apply later. The motion was seconded by Commissioner Everman and approved with the following vote: Chair Weiss, and Commissioners Beach, Everman, Goodwillie, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Campman provided a presentation on the new website launch, mural wrap-up, hotel based stakeholder meeting to meet in August, Smash the Trash event-River float & cleanup and provided financials. He said they have extended an offer to fill their new destination marketing manager position.

Discussion ensued.

No further questions.

**BUSINESS FROM COMMISSION** – Chair Weiss thanked Messenger for sharing ethics information.

**BUSINESS FROM STAFF** – None.

**ADJOURNMENT** - Meeting adjourned at 5:07 p.m. The next meeting is scheduled for October 23, 2025.

Chrissy Matthews

Department Technician

atthew

### CITY OF ROSEBURG MEMORANDUM



TO: Economic Development Commission

FROM: Stuart Cowie, Community Development Director

SUBJECT: THRIVE UMPQUA - MAIN STREET PROGRAM UPDATE

Thrive Umpqua will be providing the EDC with an update concerning the newly revised Main Street Program. Significant development has occurred over the last year in re-instituting the program. Thrive Umpqua has been instrumental in helping make this happen.

This update will provide us with details concerning Roseburg being recognized as a certified Main Street program. Information about Main Street grant submittals and awards. Business and stakeholder meetings. The creation of a 501c3 and the process in choosing a new name for the organization.

We appreciate the work Thrive Umpqua and other downtown community members have provided in helping establish Roseburg once again as a Main Street community.

### CITY OF ROSEBURG MEMORANDUM

DATE:

October 23, 2025

TO:

**Economic Development Commission** 

FROM:

Stuart Cowie, Community Development Director

SUBJECT: EXPERIENCE ROSEBURG - QUARTERLY REPORT

Anvil Northwest doing business as Experience Roseburg, the City's Destination Marketing Organization service provider will be presenting the EDC with their quarterly report.

Significant development during the last quarter includes the hiring of RaeAnn Malone, Experience Roseburg's new Destination Marketing Manager. Representing Experience Roseburg at the "Travel & Words" Northwest Travel and Lifestyle Writers Conference. Hosting two focus groups with industry partners. Creation of the Downtown Mural Project Walking Tour Map and completion of the 2026-27 Visitor Guide.

We appreciate the partnership the City and Anvil Northwest have been able to create. They are doing great work as Experience Roseburg.





### LATEST HAPPENINGS

Ready to tackle Fall! RaeAnn was hired. We represented Experience Roseburg at the Travel & Words conference at the end of September. We hosted two focus groups with industry partners. The Downtown Mural Project Walking Tour Map was debuted at Blocktober Fest. And, finally, the 2026-27 Visitor Guide has wrapped and is being distributed.

Travel & Words Conference

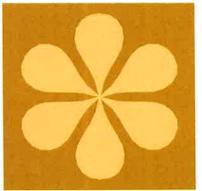
Hotelier Focus Group 2.0 Update
Industry Focus Group Update
Quarterly Stakeholder Meeting
2026-2027 Visitor Guide

Downtown Mural Project Walking Tour Map Debuted











### 2026-27 VISITOR GUIDE

The 2026-2027 Visitor Guide is complete and off to print. Distribution is happening soon.

We are printing 22,000 Visitor Guides. We will distribute 11,500 throughout Oregon with certified folder. Around 4,900 will go to local businesses and the rest will stay in house to distribute through the Visitor Center and online through our website.

The new guide will be available to the public November 3, 2025.





















### **BLOCKTOBER FEST 2025**

We were back at it again this year as a Community Partner for the 4th annual Blocktober Fest, a true fall favorite for locals and visitors alike. Oregon showed off her seasonal charm with a few morning rain showers, but that didn't stop the fun!

During the event, we had great conversations with visitors and new residents about Experience Roseburg and our community. We handed out Umpqua Valley Wine maps, Visitor Guides, and the new Walking Mural Tour Map.

It was also a great day for merch sales. We nearly doubled our previous highest sales total from 2023. Both local residents and visitors purchased merch. The top sellers this year were hats, followed by t-shirts and stickers.

New Roseburg merch is coming soon!







**Blocktober Merch Sales** 





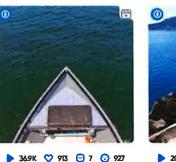


### **SOCIAL MEDIA**

Experience Roseburg's online community continues to grow. Our Facebook audience surpassed **20,000** followers, up an incredible **167%** this quarter, with content reaching over **1 million** people. Engagement is through the roof at **3.46%**, more than **10 times the tourism industry average**, showing that people aren't just seeing our posts, they're connecting with them.

Our reach extends beyond social, too: YouTube views climbed to **96,000**, with 89 new subscribers and over **148,000 minutes** watched, proving that travelers are taking a deeper interest in Roseburg's story. And on the website, traffic jumped to more than **63,000 sessions**, with top pages highlighting waterfalls and local events - clear signs that visitors are actively planning their Roseburg adventures.

### Instagram – Most Engaging Posts









▶ 20.4K ♥ 381 💬 0 🔞 418

♥ 403 **⊝** 0 **⊙** 408

▶ 12.7K ♥ 351 □ 0 ② 398

### Facebook - Most Engaging Posts





▶ 14.5K 1 426 ⊖ 30 ⊙ 3.4K ⊙ 18.32%



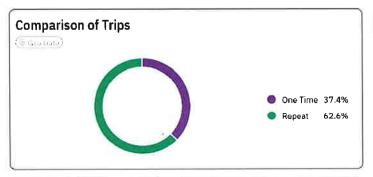
i 2K ⊖ 31 ⊙ 3.3K ⊙ 1758%

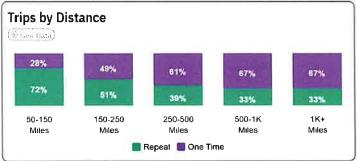
The drive east on
Highway 138 from
Roseburg was beautiful,
so many waterfalls and
the river looked gorgeous!
With the campsite set up
at Diamond Lake, we

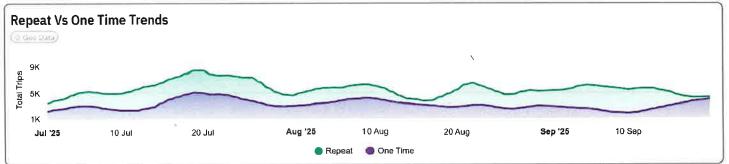
<u>å</u> 2K 😑 18 ⊙ 2.7K ⊙ 14.6%

### **DATAFY REPORT**

As we move into the shoulder season, our content calendar shifts focus from summer's outdoor adventures to highlighting Roseburg's indoor experience: cozy stays, local dining, arts, and seasonal events. With the holidays approaching, our storytelling will center on festive traditions, winter getaways, and community gatherings that showcase the warmth and charm of Roseburg during the colder months.





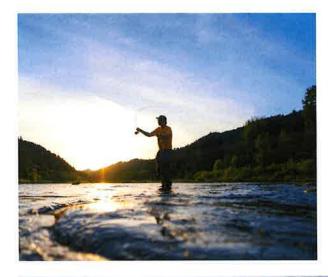


### MEDIA

Since launching the new Experience Roseburg website in June, we've seen a major upswing in activity. **Website users doubled in Q3** compared to the same period last year, with the majority coming from West Coast states, and growing interest from Texas and Florida.

Seattle topped Portland as our most active metro audience this quarter, a strong win as we continue to target the Seattle market in our advertising campaigns.

On Google, visibility continues to grow. Organic searches are **up 27%**, and **paid search traffic jumped 40%**. The most common keyword driving visitors to the site? "Outdoors" – a clear indicator of what travelers are looking for when they discover Roseburg.







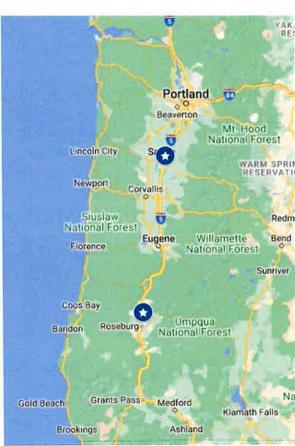
### MEDIA cont.

Experience Roseburg's paid media efforts reached impressive audiences this quarter. Billboards through Lamar and Outfront delivered nearly 215,000 weekly impressions, promoting Roseburg's wine, outdoor adventures, and local events. Airport and visitor guide placements reached over 1.1 million Eugene travelers and appeared in 634 statewide locations.

Experience Roseburg earned strong organic visibility this quarter. Two highlights included stories from KOBI-TV (NBC) about our downtown murals and WorldAtlas.com naming Roseburg among the "10 Best Places to Call Home in the Pacific Northwest." These placements extended our reach well beyond Douglas County and amplified Roseburg's image as a

vibrant, welcoming destination.





# CONTENT & SHOOTS (OCT – DEC)

As we move into the shoulder season, our content calendar shifts focus from summer's outdoor adventures to highlighting Roseburg's indoor experience: cozy stays, local dining, and seasonal events. With the holidays approaching, our storytelling will center on festive traditions that showcase the warmth and charm of Roseburg during the colder months.



#### **Experience Roseburg Content** Calendar CAMPAIGN TYPE October Notes Shoot at Hemlock, trout and Cooking (foraging) Christmas Video Video Topic(Video Released on Youtube) Downtown Mural Tour Christmas/ Holiday Shoot Month (Month to capture video) Cooking (foraging) Fall foraging around the Umpque Valley Local Holiday Blog Post **Downtown Mural Tour** Shopping Updates Fall, tree foliage, Holiday Season Topic Harvest Season foraging Any major events this month? Prepairing for 2026 What visitors are Industry Newsletter Planning for Holiday Travelers looking for We Like It - Wine, OWB Oregon Wine Touring Guide 2025-27 Experience Roseburg sponsored ad placement, creative by UVWA, Print Umpque Valley Wine Growers - Come Explore With Us, OWS Oregon Wine Touring Guide 2025-27 Broadcast Billboard Static Vinvi Billboard, Digital Online Advertising We Like it - Outdoors autumn, TravelOregon.com Q4 Web ad 300x250 Public Relations same as video and blog content with addition of local events Social Media Website / Facebook same as video and blog content with addition of local events Social Media Website / Instagram Additional Content Snow photos Fall Photos Fall Photos (depending on weather) Running Photo need list

### **FINANCIALS**

Our focus this quarter was the 2026-27 Visitor Guide, finishing the downtown murals, and continued to focus on content development for our various channels.

## 2025 QUARTER 3 SPEND CATEGORIES

**OPERATIONAL EXPENSES: \$21,473** 

VISITOR CENTER: \$24,140

**MARKETING: \$38,149** 

**WEBSITE: \$3,432** 

**INDUSTRY RELATIONS: \$7,129** 

ADVERTISING: \$54,372

**DESTINATION DEVELOPMENT: \$11,143** 

