

CITY OF SILVERTON
TOURISM PROMOTION COMMITTEE MEETING MINUTES
Drafted for approval; subject to change and/or correction

6:00 P.M.

June 6, 2017

The City of Silverton Tourism Promotion Committee met at the Silverton Community Center on June 6, 2017 at 6:00 p.m. with Chairman Palmer presiding.

I. Roll Call

Present	Absent	
<u> X </u>	<u> </u>	Chairman Kyle Palmer
<u> X </u>	<u> </u>	Joshua Nightingale
<u> X </u>	<u> </u>	Cindy Jones
<u> X </u>	<u> </u>	Matt Barker
<u> X </u>	<u> </u>	Jane Jones
<u> X </u>	<u> </u>	Bobbie Hancock
<u> X </u>	<u> </u>	Elaine DeGeorge
<u> X </u>	<u> </u>	Silverton Arts Association Representative – Megan McIntire

Staff Present:
Community Development Director, Jason Gottgetreu

I. Public Comment – Items not on this Agenda

There were no comments.

II. Exit Report

3.1 Exit Report – Christmas in the Garden 2016

Oregon Garden Resort Regional Marketing Manager, Sarah Hammond, presented the exit report. She indicated they had a large attendance at the event in spite of the bad weather. The Committee did not have any questions.

MEMBER CINDY JONES MOVED TO APPROVE THE EXIT REPORT AND GRANT STAFF TO PAY THE SECOND HALF OF THE GRANT. MEMBER JANE JONES SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

III. Discussion/Action

4.1 Grant application request – Silverton Sidewalk Shindig: 6th Annual

Greg Sheesley presented on behalf of the group. He said provided background on the event. The Committee noted the request includes funding for road signs and questioned whether the funding can be applied to those kinds of purchases. Community Development Director Jason Gottgetreu indicated it could. The Committee asked for clarification about the matching funds. Mr. Sheesley indicated some of the matching funds include in-kind donations and volunteer time.

Community Development Director Gottgetreu indicated the application would go to the Council on July 17 and would be included in the 2017-2018 fiscal year. He said the proposed budget is \$33,500 but approximately \$24,000 would be available once all the liabilities are deducted.

Chairman Palmer suggested the Committee review all the applications and then consider the recommendations.

4.2 Grant application request – The Great American Eclipse – Silverton Shuttle

Ms. Hammond presented the application. She said in anticipation of the increased visitors, they partnered with the Chamber of Commerce and the Silverton Arts Association (SAA) to provide transportation within the City during the Eclipse. She indicated a route has not been established yet. Chairman Palmer commented on the fact there is no indication on the application of financial support from other groups such as the SAA since it would benefit them. Ms. Hammond replied they did not ask SAA for financial support but believed it would benefit all the businesses.

4.3 Grant application request – Solar Eclipse Pancake Breakfast Fundraiser

Board of Directors Vice-President Darlene Blackstone presented the application. She said the Senior Center has weekly pancake breakfasts and they felt it would be an opportunity to offer the breakfast to the campers that would be located near the Senior Center. Chairman Palmer questioned whether the request meets the criteria of the grant application. There were no other comments from the Committee.

4.4 Grant application request – Silverton Bike Parking Art Project

Charles Baldwin presented the application. He indicated the proposed project is a three year collaborative project between the SAA, City of Silverton, Silverton Bike Alliance, Friends of Eastside Trails, and the Silverton Chamber of Commerce to introduce visual arts to the city scape. He said artists have provided works of art that would be converted to 2x3-foot panels and installed on the bike racks in the downtown district. He noted the actual cost of the project will cost \$7,200 not \$5,200 as the application stated. The Committee asked clarification questions of the funding request and how it would be marketed. Mr. Baldwin indicated they do not have an advertising budget.

MEMBER CINDY JONES MOVED TO GRANT FUNDING OF THE SILVERTON SHINDIG FOR \$6,000. MEMBER JANE JONES SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

MEMBER DEGEORGE MOVED TO GRANT FUNDING OF THE OREGON GARDEN'S SILVERTON SHUTTLE FOR \$5,000. MEMBER JANE JONES SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

MEMBER MEGHAN MCINTIRE MOVED TO GRANT FUNDING OF THE SENIOR CENTER PANCAKE BREAKFAST FOR \$2,500. MOTION DIED DUE TO THE LACK OF A SECOND.

MEMBER CINDY JONES MOVED GRANT FUNDING OF THE SILVERTON BIKE ALLIANCE BIKE PARKING ART PROJECT FOR \$1,100. MEMBER JANE JONES SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

IV. Adjournment

The Meeting adjourned at 6:58 p.m.

Respectfully Submitted By:

/s/Lisa Figueroa,
Silverton City Clerk