

Jacksonville Chamber of Commerce & Business Association

Thursday, Sept. 6, 2018 Board Meeting Notes

Present: Kelly Cason, Robert Roos, Eric Johnson, Jerry Hayes, Tim Balfour, Cindi Hickey, Bobby Abernathy, Ian Bachtel, Luis Rodriquez, City Council Liaison – David Jesser

Absent: Sandi Whittle, Arlis Duncan, Joe Surges

Old Business

- **3rd Street Park** – no update
- **Haunted Trolley**
 - **Volunteer Recruitment** – Kick-off reception was well attended by volunteers from previous years. With a focus on improving the quality of the event we want to have more characters along the route and more special effects.

Tim shared a map of the route, outline of special effect/character sites and the volunteer schedule. 4-5 people for guest reception, 25 characters, and 5-6 set-up crew for the special effects each of the four nights.

- **Ticket Sales Going Live** – It will be announced publicly later in the week that the tickets are available. An email was sent to people requesting notification this weekend so we could test the online store process. We believe we have an inventory control set for the Square online store, which will prevent sales of more tickets than we actually have as happened last year. Staff Tony Kilcollins will be monitoring the sales and providing confirmation.

This event has sold out with just two FaceBook postings in the past. With the increase in fare from \$10 to \$14 more marketing may be needed. Sales will be monitored to determine what is needed.

Update: The Facebook Posting Sept. 12 has had a very strong response. It tracks far differently than most posts with the number of Shares exceeding Comments and Reactions. This reflects people sharing the post on their own timelines.

Reach: 34,795 Reactions: 213 Shares: 407 Comments: 111

We have sold out a number of tours and will provide more detailed update later.

- **Victorian Christmas**
 - City Hall Lighting – Robert reported that he has been working with the city staff on the possibility of having holiday lights installed on the new City Hall and the Art Presence building. This is to increase the effect of the holiday lighting and to incorporate the administrative center. Joe Surges has been working with companies to get cost estimates and the city is getting closer on a project of

repairing and painting on the exterior of the buildings wooden cornices, trims, etc. So the timing coincides to incorporate fixtures for attaching the lighting.

Some Transient Lodging Tax marketing money has been set aside to finance the project. Robert was going to request more in a grant and the city will cover some cost. More will be reported later.

- Tree – We have had a beautiful blue spruce donated by an Applegate Valley resident. Bartlett Tree Service has checked it out and confirmed they can harvest it, haul it and set it up. Debbie Stevens, Ramsay Realty, will be overseeing decorating the tree this year.
 - Parade – The committee chaired by Bobby Abernathy has recruited about 30 entrants for the parade. So it promises to be much closer to the larger parades from the past.
 - Planning Meeting/Kick-Off – Thursday, September 20's Chamber Membership Meeting will focus mainly on preparation for Victorian Christmas activities.
 - Invoices for Decorating – Tim will send invoices to the downtown core merchants for the Lighting and Garland. Information on sponsorship levels will be included to encourage merchants to support the breadth of activities. Additional sponsorship solicitation will be forthcoming.
 - Sponsorship - Additional sponsorship solicitation will be sent to general membership and others soon.
- Proposed Meals Tax Follow-up – Robert submitted a statement in opposition to the initiative for the voter's guide on behalf of the Chamber. After confirming when it is appropriate to post signs in businesses (as opposed to the lawn signs) we will convey this information to our members.

Marketing & Visitor Services

- VIC Air Conditioning – City staff is working with Glacier Air Conditioning on a proposal for replacing the air conditioner. Parts for the existing unit cannot be found. A mini-split system will most likely be the replacement.

No New Business