



Executive Board Meeting

October 23, 2009
Community Room
2:00 p.m.

Present: Sharon McCoy, John Morrison, Dave Furtwangler, Scott McDowell & Elizabeth Groves.

Absent: Nell Hanft, Marty Waite & Mandy Cole

Invited & Present: Jimmie Lucht.

The meeting was called to order by President Sharon McCoy at 2:00 p.m. The purpose of the meeting was to specifically discuss the marketing agreement with Albany Visitors Association (AVA) for 2010 and the community sign.

Mr. Lucht was asked to present the AVA's proposal for marketing Brownsville in 2010. He read the attached letter and asked for questions or comments from the group. Mr. McDowell raised the concern of the cost of Bridget Sheffler's travel expense to and from Brownsville. The Chamber would need to consider this when asking her to attend meetings and try to coordinate those with other meetings such as the monthly Chamber meetings. Lucht suggested that she only attend the monthly Chamber meetings quarterly with a written report at the other meetings. Mrs. McCoy and Mr. Morrison suggested that she attend meetings every other month in order to meet community members and learn Brownsville.

Lucht also mentioned that AVA may be relocating its office in 2010. The Chamber phone would be forwarded to the AVA, but this would need to wait until AVA is relocated to their new location as they may be changing phone service when their relocation happens.

Relocation packets were also mentioned in Lucht's letter. Lucht stated that they would send the Brownsville rack card and the Discover Albany brochure. Groves stated that she includes a copy of a past issue of The Times. Lucht said that the AVA needs to discuss and subscribe to The Times as well as other small town papers like The New Era. Morrison requested that the Chamber revisit the need for a relocation packet prior to January 2010. Mr. Furtwangler also mentioned that we include a virtual relocation packet on the web site. Groves said she would verify that most of the relocation information is currently on the web site and work on the relocation tab.

Lucht requested help from McDowell in writing the Memorandum of Understanding. This will be completed by the next meeting for the Executive Committee to read, approve and sign. Morrison proposed that Groves and Mrs. Sheffler begin training and discussion of current marketing strategies prior to the MOU being signed. McDowell requested they wait until the MOU is in place. Lucht stated that Sheffler is very busy in November. Groves agreed that she would make contact with Sheffler to set up times to meet, most likely beginning in December.

Some specifics still need to be hammered out and may be learned as the Chamber and AVA works together to market Brownsville. This is understood by both parties. If during the first six months either party feels it's not working, Chamber and AVA agreed to walk away with no hard feelings but remain partners in other marketing efforts of Linn County. Lucht excused himself from the meeting.

McDowell and Groves brought the third artist, David Lamb of Sweet Home, rendering of the proposed community sign to the meeting. McDowell stressed that Lamb's bid fell in between the other bids. Both McDowell and Groves feel a decision should be made in order to go forward and have implemented for the 2010 event season. One sign was dropped from the original list of 11 to 10. The Chamber currently has over \$1300 from the City Council to go towards completion of the sign. The group was in agreement that a decision on the sign maker will be made at the next Executive meeting. Chamber representatives will be asked to attend the City Council meeting on Tuesday, Nov. 24 to ask for half of the remaining cost after the \$1300 is deducted from the total amount needed.

An Executive Council Meeting was scheduled for Wednesday, Nov. 18 at 4 p.m. in the Community Room. On the agenda will be approval and signing of the MOU with AVA and the discussion and decision on a sign maker for the community sign.

There being no further business to discuss, the meeting adjourned at 3:14 p.m.

Nell Hanft
Secretary/Treasurer

Sharon McCoy
President