

## **Executive Board Meeting**

April 2<sup>nd</sup>, 2009

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

**Absent:** Nell Hanft

**Public:** No one was present.

The meeting was called to order by President Sharon McCoy at 8:50 a.m. Happy Birthday went out to Mr. John Morrison and congratulations went out to Dave Furtwangler for becoming a grandfather again! Nell Hanft was not available to provide the minutes from the last meeting or the Financial Report. Mrs. Hanft was also going to provide an estimate for insurance coverage for the Board. McCoy skipped down to John Morrison asking him to discuss the Marketing Plan for 2009.

Mr. Morrison went through several suggestions that Mandy Cole had suggested to the outline. General discussion ensued. The radius was expanded from 10 miles to 25 miles to incorporate the outlying areas such as Albany, Eugene, Sweet Home and Lebanon. Cole cited the plan that was done a few years ago that included this wider radius. Ms. Waite also added that many of her customers are from the Eugene area.

Mrs. McCoy discussed the outreach project the Chamber had done trying to reach other groups in town and share with them the importance of consistent marketing techniques and the branding concept that Chamber has developed. Members agreed that continuing to accentuate the benefits of these concepts and continuing to open lines of communication with the other Boards and Committees is vital to the over success and health of the Brownsville area. McDowell suggested meeting with the specific groups the Chamber would like to work with and get placed on their regular agenda to take the message to a broader audience.

The Board then discussed the outcomes of the marketing strategy. How is the effectiveness going to be measured? Several concepts were discussed including the number of people in town for any particular event, impact on downtown receipts in general terms, opinions of vendors, opinions of attendees and the overall revenue generated by the event. Sharon McCoy stated that it is very difficult to have this as a requirement of every event because some committees feel they already account for all the particulars and also feel like they are being micro-managed a bit. The Board felt it was a good idea to have these measurements so that an outcome or a result could be determined to show the positive impact the Chamber is making. Mandy Cole expressed the importance of

being able to measure the results. The measures aren't a "deal breaker." They are just a way to monitor effectiveness of events and programs. Specific examples were discussed.

The brochure was discussed at length. Dave Furtwangler thought updating the card would be a good idea for the State rest stops. The overall feeling of the Board was to look into getting a three or four color rack card. Currently, the Chamber has a black on yellow card and according to Elizabeth Groves they simply aren't moving. Some ideas were discussed and Mrs. Groves was going to check into the further.

Radio marketing was discussed briefly. The Chamber and others have seemed to have limited success using this media.

The end of the discussion focused on the need to embrace other organizations to work together for the good of the whole. The concept will be discussed later in order to formulate a plan.

Sharon McCoy turned the floor over to Mrs. Groves to give an update on the website revamp project. Elizabeth detailed all the costs for the updates as provided by Kathy Lull, web designer. The grand total for the changes is just over \$1,600. If Mrs. Groves couldn't perform a few of the steps, the total would be just over \$2,100. Elizabeth was concerned whether or not her computer could handle the software application that was compatible with Ms. Lull's program. The Board was unanimously in favor of proceeding with the website revamp. Items that were discussed included color changes, drop down navigation menus on the home page, freshening up headers and footers, 3-D buttons, film setup, Travel Oregon tie-in and redeveloping the Member database. Mrs. Groves asked who was going to make the final decision on approvals throughout the process. Sharon McCoy stated that the group would be Elizabeth Groves, John Morrison and Scott McDowell. Mrs. Kathleen Swayze would be asked to review too because she expressed interest at the last Chamber meeting when this item was discussed.

There being no further business to discuss, the meeting adjourned at 10:42 a.m.

Nell Hanft  
Secretary/Treasurer

Sharon McCoy  
President