

July 6, 2012
ADHDA General Meeting
8:30 a.m.

In attendance: approximately 35

Bring your business neighbor

New attendees were welcomed. Members were reminded to bring someone who does not normally attend to the next meeting.

Presentations

Lower Columbia Tourism Committee (LCTC) (attachment) Regina Wilkie discussed the LCTC's mandate which is to promote the Astoria-Warrenton region as a whole. It has a budget of \$170,000. About \$30,000 comes from room taxes, 2/3 of the budget goes to marketing and advertising; 1/3 to enhancing social media and the website (oldoregon.com). LCTC is starting to promote the region to meeting planners. Tourism spending in Clatsop County was about \$400 million in 2011; about 3600 jobs are travel industry related bringing about \$119 million in income.

Columbia River Maritime Museum (attachments) Julie Flues discussed the benefits of both business and personal memberships in the Museum and circulated membership brochures. Taylor discussed the Train Depot project currently underway. It will provide meeting space for about 150 people. Job Corp and Clatsop Community College students are working on the project, the first phase of which will be concluded by the end of September.

Updates

Regatta August 8-12. Route will be the same as last year.

Water. The City Council decided that property owners will be responsible for the unpaid water usage bills incurred by their tenants.

Parking fine increases. The City Council is considering raising fines from \$5 to \$10 for parking beyond the two hour max and from \$25 to \$50 for business owners and staff for parking in the Downtown area beyond 15 minutes. Taylor reminded members that they are welcome to attend Council meetings to express their views. She also said that she has expressed ADHDA interest in being part of future discussions on the overall parking issue.

Committee updates

Promotion Committee Chair Mary Ritter said that the Fourth of July Twilight Riverwalk Parade attracted a few more people this year. The June Cash Mob was held at Mis en Place on a stormy day and about 10 people came and spent over \$350. The July Cash Mob will be held on Wednesday, July 18 at 11:30. All members were invited to put their business cards in the raffle bowl. If a non-retail business card is drawn then that

member can choose a retailer as the cash mob destination. Art Walk will be on Saturday, July 14.

Org Committee In chairperson Blue Anderson's absence Tiffany Estes reported. The Committee is finalizing the Policy and Procedures manual. Re the RARE program, she reported that ADHDA has been accepted into the program again and should receive applications soon. Blaire's contract is up at the end of July. The membership campaign is starting to get underway. Renewal notices will be sent out. Brew Cup is a separate ad hoc committee but Org Committee will help get volunteers for that. Org is also trying to come up with a way to recognize volunteers. She invited members to provide input in this regard to Blue at Anderson@crrmm.org. Should there be a party, a media article?

Biz Dev Committee Chair Susan Trabucco reported that the Committee is working toward financing to get Michelle Reeves back here for longer term (4-6 months) consultation. Taylor said that following the Building Blocks Forum there was much support expressed for that.

Design Committee Blaire spoke in Cynthia's absence. She said that volunteers are needed to help water the bum pouts on Monday, Wednesday and Fridays at 7 am – a 2 hour job. Contact her to sign up.

Treasurer's Report Estes reported \$27049.62 in money market, but \$4700.50 will go to the RARE program payment. Checking balance is \$\$1346.

The meeting adjourned at 9:30

Katie Murray
Secretary