

**Tourism Promotion Advisory Committee
April 19, 2022**

**Union County Chamber of Commerce Conference Room
207 Depot Street
La Grande, Oregon
(Some participating via electronic communication)**

MINUTES

COMMITTEE MEMBERS PRESENT:

**Suzannah Moore-Hemann, Union County Chamber Appointee
Nicole Howard, City Council Appointee
Chelsea Judy, Business/Attraction Appointee
Sean Lerner, Retail Appointee**

COMMITTEE MEMBERS ABSENT EXCUSED:

**Donna Beverage, Union County Commissioner Appointee
Michael Rysavy, Small Lodging Appointee**

STAFF PRESENT:

**Scott Newman, Union County Chamber of Commerce Director
Robert Strobe, La Grande City Manager
Monica Plut, Union County Chamber of Commerce Staff**

GUESTS PRESENT:

None

PUBLIC IN ATTENDANCE:

None

ROLL CALL

The meeting came to order at 4:00 p.m. with a quorum of the Committee present

APPROVAL OF AGENDA

The agenda was accepted without changes

TRT MINI GRANT APPLICATIONS

The Committee was provided the applications and scoring sheets for the TRT Mini-Grants in advance of the meeting. Scott Newman compiled the scores submitted and shared the average scores for the projects to aid in allocating the \$7,500 of available funding. The Committee discussed the emphasis on encouraging new projects and the new scoring sheets. Among the concerns

raised by the Committee were the wide range of estimated attendance and significant differences in the applications submitted. Some of the applications were very detailed, while others did not provide sufficient information to adequately address each of the item. The Committee reached consensus on having applicants provide brief presentations as part of the next funding cycle, especially given the significant increase in funding being proposed and the higher amounts that can be awarded to each project. The Committee briefly discussed whether or not the policy should be adjusted to establish how to determine funding based on the scoring. For example, should the top scoring projects automatically receive full funding until all funds were exhausted or could the Committee exercise discretion based on the applications. It was suggested that the Committee review the scoring system prior to the next round of funding to validate the model.

Based on the scoring, and the discussion regarding whether or not to fully fund top scoring projects, the Committee came to consensus on funding at the following levels:

Blue Mountain Single Track Trails Club:
\$1,000 Requested \$1000 Awarded

EOU Lit Week:
\$10,000 Requested \$4,000 Awarded

La Grande Classic Car Show:
\$1,000 Requested \$1000 Awarded

Eastern Oregon Country Music Festival:
\$5,000 Requested \$1000 Awarded

Cove Cherry Fair:
\$3,000 Requested \$500 Awarded

Chelsea Judy moved to approve TRT Mini Grant funding as described, Nicole Howard provided the second. All members present voted in favor, motion carried.

ANNUAL PROGRAM OF WORK

Scott noted that he had provided the revised Program of Work and Proposed Budget to the Committee by email and asked that all members of the Committee view the drafts by the end of the week. He indicated he would send out an email reminder requesting any edits and would schedule a short meeting to approve the documents prior to the submission deadline to the City and County.

ADJOURN

Without further business, the meeting adjourned at 4:50 p.m.

NEXT MEETING:

A handwritten signature in black ink, appearing to read "Scott Newman", is written over a horizontal line.

Scott Newman
Union County Chamber of Commerce Director