



OSCRTN Signature Network Meeting
February 24, 2021
1:00pm -3:00pm
Zoom

Julie Miller opened the meeting by welcoming all of the attendees and gave a brief introduction to what the Oregon South Coast Regional Tourism Network (OSCRTN) and Travel Southern Oregon Coast (TSOC) are and the roles that they take with tourism on the South Coast.

TSOC/Network Projects:

Julie Miller reported on the projects that TSOC has been currently working on.

- Whiskey Run
 - TSOC is heavily involved in the whiskey Run Mountain Bike Trail and is in the process of searching for funding for Phase 3
 - Phase 3 will complete 30 miles of trail
 - TSOC will be funding 2 pit toilets at Whiskey Run Mountain Bike trail
 - TSOC is currently in the process of getting a needs assessment for mountain biking and wind sailing for the Whiskey Run area
 - The needs assessment will include conversations with users of the facility to assess what the true needs are for the area
- Kayak Launches
 - TSOC is currently working on installing two kayak launches in 2021
 - Reedsport will be installed by late Spring 2021
 - Lakeside will have an ADA launch, which has required additional funding and approvals
 - The launch will be installed in May 2021
 - The Port Orford Kayak Launch has been put on hold at this time
 - TSOC is planning on 3 new kayak launch locations for 2021-2022
 - North Bend and Gold Beach are two locations that we are having conversations with
 - The third location has not yet been determined
- Network Meetings

- TSOC will be having three Signature Network Meetings
 - Today's meeting was the first in the signature series.
 - 45 people signed up to attend
 - 49 people attended the meeting
- Marketing
 - The Locals campaign has been on pause, and will be relaunched as soon as the appropriate time is established
 - TSOC will be doing a second marketing campaign but are waiting to see what the COVID landscape looks like in the state
 - TSOC will be doing a grass roots, social media campaign with Blume Bauer
 - TSOC will notify the network about any co-op opportunities

Keynote speakers for today's session:

- **Arica Sears**, Oregon Coast Visitors Association, Deputy Director.
 - icom@thepeoplescoast.com
- **Zak Shelhamer**, Oregon Coast Visitors Association, Global Marketing & Sales Director
 - marketing@thepeoplescoast.com
- **Leah Jones**, CCD, Economic Recovery Coordinator
 - l.jones@ccdbusiness.com
- **Janelle Polcyn**, CCD- Economic Recovery Specialist/RARE AmeriCorps
 - 541-672-6728 x306
 - j.polcyn@ccdbusiness.com
- **Emily Bradley**, South Coast Development Council (SCDC) -Economic Development Specialist
 - D: 541-991-8386 | O: 541-888-7003
 - Emily@scdcinc.org

Arica Sears - Oregon Coast Visitors Association - Destination Marketing & Destination Management

- What is Destination Management?
 - Emergency Preparedness
 - Water and waste infrastructure/management
 - Land zoning/new development
 - Preserving Cultural heritage
 - "Changing visitor behavior"
 - Stewardship and Public Safety

Arica showed several international commercials with the focus on Destination Management.

- The 3 top ways to market through marketing channels:

- Provide Instructions
 - Have engaging content
 - Include an invitation
 - Toolkit resource: <https://visittheoregoncoast.com/industry/industry-strategic-advisory-group/>

Zak Shelhamer went through the Visitor Life Cycle



- Inspire, Research, Plan, Book, Travel, Share & Repeat
- Inspire visitors and make them love their experience, then they will want to repeat their experience and protect it and share.

Zac Introduced OCVA's Code of the Coast



- The Code of the Coast is a digital format located on OCVA's website that educates travelers and planners to the Coast on the sustainable messages and impacts to the coast.
- The Code of the Coast is an education piece that can be found on their website on the "Visit Responsibly" tab.
- It allows the visitor to learn about issues that are important to the Coast and indicated from an impact study that was done along the coast.
 - [Industry Strategic Advisory Group - Oregon Coast Visitors Association \(visittheoregoncoast.com\)](https://visittheoregoncoast.com/)

Example:

15 THINGS TO KEEP IN MIND WHEN YOU VISIT

Wherever you're coming from, we're glad to welcome you. To make your visit safe and fun for everyone (including plants and animals), it really helps to be familiar with these issues.

OCVA markets the Code of The Coast in their newsletter, content integration, all social media channels, and they share with their partners to broadcast a consistent tone and message.

OCVA Be Kind to the Coast Campaign

- OCVA has created a stewardship program to raise money to give back to stewardship issues.

[The People's Coast Shop – The Oregon Coast Visitors Association
\(visittheoregoncoast.com\)](https://www.visittheoregoncoast.com)

OCVA's MARKETING TOOL KITS

- [Marketing Tools - Oregon Coast Visitors Association \(visittheoregoncoast.com\)](https://www.visittheoregoncoast.com)

Emily Bradley - SCDC

Resiliency & Recovery Grant

- The South Coast Development Council, Inc. is a non-profit corporation that exists for the purpose of fostering communication, collaboration and partnership among the various collateral public and private entities on Oregon's South Coast; promoting economic development, job creation, business retention and expansion, encouraging new investment, and enhancing the economic vitality of the region.
- SCDC is helping CCD with the Recovery Initiative Grant for Coos, Curry and Douglas for short and long term economic Recovery.
 - [CCD Business Development Corporation : Sign Up to Stay in Touch \(constantcontact.com\)](https://www.constantcontact.com)

CCD Business Development - Leah Jones

- Leah reported that the CCD has funded over 7 Million to the region in State and Federal Funding in 2020.
- CCD is now reaching out to establish relationships with businesses that could potentially need funding in 2021.

Economic Recovery Initiative

- CCD's Economic Recovery Initiative is a 24-month project that will focus on the regional economic recovery in response to the COVID-19 pandemic. Project goals are to bring resources to the region during these challenging times and create a long-term resiliency

plan to strengthen the region when facing future disasters. The Economic Recovery Initiative is made possible by an EDA CARES Act Recovery Assistance Planning Grant.

- [Economic Recovery Initiative - CCD \(ccdbusiness.org\)](http://ccdbusiness.org)
- Soon there will be a new website available for the Initiative that will be informative and user friendly.

Business Education Classes - FREE

- A new program being offered by CCD Business Development Corporation provides free access to select courses offered through Small Business Development Centers (SBDC) across the state. The program is targeted at low to moderate-income business owners or aspiring entrepreneurs, and will pay for up to \$2,500 in course costs per person.
- This program, the **Microenterprise Assistance Grant Program**, is made possible by the City of Roseburg through a Community Development Block Grant.

CCD - Janelle Polcyn

Janelle Polcyn updated the group that the EDD Economic Development District and the EDA = Economic Development Administration which is Federal. The Comprehensive Economic Strategy (CEDS) is what Janelle and the CCD update every year to make sure where our economy is going and making sure that the direction is productive and useful.

Travel Oregon Marketing Series

- Alexa Carey with Travel Oregon shared a link for small businesses. This training series offers expert-led sessions on a variety of marketing topics targeted at helping small and medium-size tourism businesses and Destination Management Organizations (DMOs) navigate the marketing challenges presented by COVID-19.
- [Small Business Marketing Series - Travel Oregon](#)

Travel Oregon - Customer Service during COVID-19: De-escalation Strategies for Frontline Staff

- [Customer Service during COVID-19: De-escalation Strategies for Frontline Staff - Travel Oregon](#)

[LINK TO SIGNATURE NETWORK MEETING - FEBRUARY 24, 2021](#)

https://www.oscrtn.com/uploads/b/131079031-602466877993275125/oscrtnnetworkmeetingfeb2021b_606.mp4