

**NOTICE OF BOARD ACTION****LANE COUNTY BOARD OF COMMISSIONERS**

*This document, upon approval in a public meeting by the Board of County Commissioners, serves as official minutes of such meetings as required under the Open Meetings Law, ORS 192.650.*

Pursuant to notice made by mailing agendas to news media, a selected list of jurisdictions and individuals in Lane County, a meeting of the Board of County Commissioners was held.

Questions should be directed to The Board Office Specialist 3, ext. 4203.

April 7, 1992  
12:00 p.m.

JOINT MEETING BCC  
AND TOURISM COUNCIL

Commissioners'  
Conference Room

Chair Ellie Dumdi presided with Steve Cornacchia, Marie Frazier and Jack Roberts present. Jerry Rust excused. Judy Haldeman, Recording Secretary. Tourism Council members present: Guy Di Torrice, David Povey, Linda Van Orden, Claudia Plaza, Dorothy Crha and Thomas Fullmer.

1. Introductions.
2. Public Comment  
None.
3. What is the Purpose of Special Projects?
4. What Role Does Tourism Room Tax Receipts Have in Supporting Arts, such as the Bach Festival and Eugene Festival of Musical Theatre?
5. Should a Percentage of the Special Projects Funds be Designated for Rural Projects?
6. What Role does Staff Have in Special Projects Review Process?

Cornacchia commented that special projects were an opportunity for smaller communities to compete in the development of tourism-related activities. Plaza commented that the larger tourism activities such as the Bach Festival and the Eugene Festival of Musical Theatre bring visitors to Lane County that would otherwise never have come to this area. Van Orden commented that the tourism money should not be looked at as a permanent funding source; that community organizations could apply for funds when they wanted to do something different. Di Torrice added that special means "special" and should not be a line-item in someone's budget; he would support a certain amount of dollars being earmarked for rural projects. Povey stated that the label "special projects" was to encourage

something new in the Lane County market, regardless of size or tenure. Plaza commented that there are only so many new ideas out there and that basically or realistically there are projects which may be going in a slightly new direction rather than new projects entirely.

Roberts noted that the theory behind special projects is to give organizations start-up money and it may be that there are not enough good, new ideas that will be self-sustaining. The economic benefits are to the community at large and there may be some things in the tourism industry that are never going to be 100 percent self-sustaining. Cornacchia discussed the \$10,000 which goes to the Stevenson Track each year and suggested that the Bach Festival and the Eugene Festival of Musical Theatre be handled in a similar way. He remarked that this would make sense, as these two activities have a proven record of bringing in visitors and are foundations to the overall tourism effort. Van Orden asked what definition would be used to set these groups apart from other annual activities. Cornacchia stated that one definition would be a successful event that is associated with this community exclusively. Dumdi added that these two activities bring in outside visitors who stay in hotels and eat in restaurants and generate money; some take side trips to rural areas in Lane County. Plaza stated that people who attend these events must frequent another business in order to eat, so they are spending dollars elsewhere. These events fill up hotel rooms which brings in money to help with the other events, according to Van Orden.

Cornacchia suggested that these organizations (Bach Festival and Eugene Festival of Music Theatre) coordinate an effort with the Eugene/Springfield Convention and Visitors Bureau to disseminate information at events regarding other points of interest in Lane County. Drivas stated that these events occur in the summer season, contain multiple performances and have a documented resident and non-resident audience. Cameron commented that there could be an application on an annual basis with a renewable contract for these organizations. Povey suggested that there be a survey from the recipients to demonstrate whether the money was actually providing greater attendance, etc.

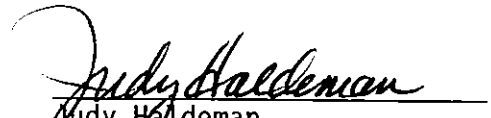
Plaza commented that arts funding is being cut in a major way and that arts are very important to tourism. Dumdi commented that the consensus seemed to be that there would be no fundraising, no feasibility study and no capital improvement included in the special projects funding. Frazier commented that in many of the rural communities the only event tied to tourism is a repeat event; she recommended that a certain amount be designated for rural communities or change the language to allow rural communities to be repeat recipients. The Tourism Council will use its own discretion regarding repeat or recurring expenses for rural areas.

The Board asked the Tourism Council to use a consistent numbering system for scoring the proposals. Plaza asked the Board to relook at whether a member can participate in the scoring, since very few Council members were able to participate on this last round. The Board concurred that the Council could declare a conflict of interest and then participate in the

scoring unless there was actual financial gain to the individual member. Roberts suggested that there be a report to the Board from County Counsel regarding conflict of interest.

Cornacchia suggested that the Board make the final decision on the special projects assigning the final points and setting the final criteria regarding rural and urban proposals.

There being no further business, this meeting adjourned at 1:29 p.m.

  
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Judy Haldeman  
Recording Secretary