

## Long Beach Merchants Association | Regular Meeting Minutes

Friday, September 10, 2010, 8:00 am

Benson's by the Beach Restaurant; 504 S Pacific in Long Beach

**Attendees:** Gayle Borchard, Bob Andrew, Dave Keizur, Sherry Hash, Troy Rodenbaugh, Ruth Ann Hocking, Ragan Andrew, Holly Beller, Dale Jacobson, Keleigh Schwartz, Keith Schwartz, Sue Ellyson, Cinnamon Falley, Cheri Diehl, Marlowe Castell, Una Boyle, Craig Smith, Steve Linhart, Wayne O'Dell

### CALL TO ORDER

### INTRODUCTIONS

### APPROVAL OF MINUTES

- Motion made by Cheri Hash for approval
- Seconded by Keleigh Schwartz
- Vote: Unanimous to Approve

### TREASURER'S REPORT

- **Attached**

### UNFINISHED BUSINESS

- **None**

### NEW BUSINESS

- Marlowe Castell – Visitor's Choice Magazine
  - Provided a product/publication overview
- Keith Schwartz – Beach Vacation Planner
  - Keith presented that the 2011 sign-up is starting now. He presented distribution statistics and he highlighted that business owners must be a member of the visitor's bureau to be in the product. Space is being allocated on a first come first serve basis.
- Cinnamon Falley – The Boys and Girls Club
  - Introduced herself with an amazingly great story about how she got involved with the Boy's and Girl's Club.
- 2011 Festival Final Budgets must be in to the city by September 24, 2010. With that announcement there will be a Festival Chairperson's Meeting September 14<sup>th</sup> at Benson's Restaurant at 8:00AM to discuss how to achieve that goal.
- Bob Andrew
  - Sea Serpent – a somewhat robotic version of a sea serpent was approved by the City Council to be located in the city for public viewing.
  - Property Purchase – a recent purchase made by the city will potentially be used for a stage/amphitheatre setup and help with parking for the Long Beach City Police Department.
- Gayle Bouchart
  - A Farmer's Market Committee has been; or, is being formed. This is one of several ideas for "non peak" (sometimes referred to as "shoulder months of the year) seasonal events that could bring visitors and revenue to the city.
- Ragan Andrew
  - Pumpkin Patch Events in late October, multiple events, includes the Decoration of "pocket parks" in the city for the children/community etc...trick or treat on Saturday
- Pacific County Economic Development Council's "Long Beach Business of the Year for 2009" was announced as Long Beach Commercial Security owned by Steven Linhart.

## **COMMITTEE REPORTS**

- LBMA Holiday After Hours, (Ruth Ann Hocking): no update
- Holidays at the Beach (Holly Beller)
  - Started on "to do" list going forward for this year, also working "Shop Locally", Peninsula Presence Raffle concept discussed, solicited for more volunteers
- Blue Grass Festival, (Ruth Ann Hocking)
  - Promotion continues, bands being lined up
- Beach To Chowder Run/Walk (Sherry Hash)
  - Really successful, we think we doubled the " ½ marathon event" participants, we bought new timing equipment, the team is looking for volunteers to help chair the event, new T-shirts were recognized as "awesome".
- Doggie Olympic Games (Mike Litawa):
  - Great success, looking forward to next year, needs a co-chair
- SandSations (Becky Johnson): not present
- Kite Festival (Jane Holeman)
  - Big hit this year again
- Jake's Birthday (Wendy Murry)
  - Looking at Rodeo/Jake's birthday dates

## **OTHER REPORTS**

- Kite Museum (Kay Buesing)
  - Nov 14th Concert at 2:00PM, lite refreshments, ticket \$35/person, fund raiser.
- Loyalty Days (Bob Andrew)
  - Planning going well, parade applications ready for printing, looking for guest speakers.
- Surf Perch Derby (Dale Jacobson)
  - This was the 10<sup>th</sup> anniversary for this year's event. Brought in approximately 200 participants and their family and friends
- SummerFest (Ragan Andrew)
  - It's over for this year, looking at next year.
- Long Beach Peninsula Visitors Bureau (Una Boyle)
  - Biggest number of visitors since 2004, Rod Run weekend has a lot of cancellations due to weather forecast
  - The Visitor's bureau needs longer lead times for ads since the publisher's are pressing it.
  - We need dates and schedules for 2011 more in advance than ever before.
- Liaison to Long Beach City Council (Steven Kidd): no report
- City Lodging Tax Advisory Committee (Wayne O'Dell): no meeting held
- Liaison to Ocean Park, Ilwaco (Dave Little)

## **ANNOUNCEMENTS**

- ✓ LB City Council Meeting: September 20, 2010, 7:00 pm, City Hall
- ✓ LBMA Board Meeting: September 17, 2010, 8:00 am, Benson's
- ✓ LBMA Meeting: October 1, 2010, 8:00 am, Benson's

## **ADJOURNMENT**