

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE August 4, 2015	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant

THROUGH: Rodger Craddock, City Manager

ISSUE: **Semi-Annual Management Report of the Visitor Information Center**

BACKGROUND:

Bay Area Chamber of Commerce provides management for the City of Coos Bay's Tourist Information Center. Semi-annual reports are a required component of our management agreement with the Bay Area Chamber of Commerce.

ADVANTAGES:

A semi-annual report keeps the Council up-to-date on activities such as tourist inquiries, visitor counts, and details of revenues and expenditures of the Coos Bay Tourist Information Center.

DISADVANTAGES:

None

BUDGET IMPLICATIONS:

N/A

ACTION REQUESTED:

None

Coos Bay Visitor Information Center
Bi-Yearly Operations Report
January through June, 2015

I. Tourism

- In the first half of 2015 we had 10,245 folks visit the VIC. That is 232 people more than our 2014 numbers for the same period.
- In the last 6 months we recorded visitors from every state except North Dakota and West Virginia, and 30 countries. Not everyone signs our register book either.

II. The center its self

- It is the starting point for the First Friday Wine Walk each month, except January, which stays at its record numbers.
- The conference room is steady use by a variety of city and non-profit groups for their meetings. Probably second in popularity to the Fire Station Conference room.
- The electronic reader board is, additionally, a popular and well used feature which displayed 56 unique messages over the past six months with a consistent display of "Welcome to Coos Bay".
- The central display area featured 8 different businesses over the last 6 months. We are reminding local businesses of this unique opportunity through the CBDA and Cheryl's direct contacts. Here's a unique opportunity to let thousands of folks know about your business or event.
- Local history books, state and federal park passes and some other materials available.
- City staff support is excellent
- We have been showing good progress in dealing with some transient issues.

III. The Volunteers

- Currently have 22 regulars, having added three new folks. They serve 2—4 hours shifts per week day and one 4 hour piece on Saturday with a similar shift on Sunday during the "summer".
- Extra hours were added for the tall ship event and we were open all day for Memorial Day.
- Our volunteers participated in a Whale Watching training event, including lunch, at the North Bend Library. In June we held our annual volunteer training with North Bend and Charleston.
 - 32 attended

- Lunch was donated by: Benetti's, Miller's at the Cove, Portside, Humbolt Restaurant, Dave's Pizza, cookies from the Mill Casino and I made a cake
- Sue Price did customer service training and we had Mike Murphy from the County talk on disaster prep. Steve Greif gave us a tour of the new historical maritime museum where we held our meeting
- Volunteers recorded 1,791 hours of work

IV. Cheryl Crockett—our coordinator

- Completed her 12th year, earlier in mid 2015, as Visitor Services Coordinator.
- Focused on keeping our resource material up to date by revising and refining the:
 1. Club and Organization pamphlet
 2. Green Book—center reference guide to all questions
 3. Church Guide
 4. Dining Guide
- Provided support to the CB NB VCB in meeting their information requests.
- Promoted continued excellence, as she assembled a list of needed volunteer refresher training for regular use.

V. Goals in 2015—(besides excellent, cost effective operation)

- Regularly review operating focus, policies and procedures with our volunteers.
- Again look at acquiring enough volunteers to assure 2 per shift, which with this year's work we are almost there.
- Identify and participate in, with approval, skill and knowledge enhancing educational opportunities for herself.
- Identify additional training opportunities for our volunteers which enable them to be more effective. Hold one those sessions during the upcoming year.

