

Senate T&E Committee
March 15, 1991
Page
SB 169 - PH & WKS
SJM12 - PH & WKS

SENATE LEGISLATIVE COMMITTEE
ON TRADE AND ECONOMIC DEVELOPMENT

March 15, 1991Hearing Room 343
3:00 P.M.State Capitol
Salem, OR

Tapes 45 - 46
Oregon Trail 150th Anniversary
Oregon Trail Commemorative Stamp

MEMBERS PRESENT: SEN. WAYNE FAWBUSH, CHAIR
 SEN. SCOTT DUFF
 SEN. JEANNETTE HAMBY
 SEN. JIM HILL
 SEN. EUGENE TIMMS

MEMBERS EXCUSED:SEN. PEG JOLIN

STAFF PRESENT: JOSEPH CORTRIGHT, EXECUTIVE OFFICER
 TAMIRA MILLER, POLICY ANALYST
 JERI CHASE, OFFICE MANAGER
 HOLLY BROWN, COMMITTEE ASSISTANT

WITNESSES:SENATOR MAE YIH, DISTRICT 19
SENATOR JOYCE COHEN, DISTRICT 13
JILL THORNE, EXECUTIVE DIRECTOR, OREGON TRAIL
COORDINATING COUNCIL
STEVE COREY, CHAIR, OREGON TRAIL ADVISORY COUNCIL
BRETT WILCOX, PRESIDENT, OREGON TRAIL COORDINATING
COUNCIL
 JULIE CURTIS, ACTING DIRECTOR, TOURISMDIVISION

NOTE: These minutes contain materials which paraphrases and/or summarizes
statements made during this
meeting. Only text enclosed in quotation marks reports a speaker's exact
words. For complete contents of the
proceedings, please refer to the tapes.

TAPE 45, SIDE A

000 CHAIR FAWBUSH convenes the meeting at 3:16 p.m.

SB 169 (Oregon Trail 150th Anniversary) & SJM12 (Oregon Trail
Commemorative Stamp) - Public Hearing
and Work Session

007 TAMI MILLER: Presents Staff Measure Summary on SJM12 (EXHIBIT A) and
Staff Measure

Summary on SB 169 (EXHIBIT B).

065 SENATOR MAE YIH: Testifies in support of SB 169 (EXHIBIT C). We need to protect the historical sites in Oregon.

100 SENATOR JOYCE COHEN: Testifies in support of SB 169. It is important to support the Oregon Trail and make sure all the sites are on line as quickly as possible.

139 SENATOR BILL KENNEMER submits testimony in favor of SB 169 and SJM12 (EXHIBIT D).

142 JILL THORNE: Presents testimony in support of SB 169 (EXHIBIT E).

302 CHAIR FAWBUSH: The states along the route will send out brochures?

304 THORNE: Yes. I am trying to get them to go in on the production costs with us with the motivation for them being that it will cost each state only one fifth of the total cost. Continues presentation of EXHIBIT E.

339 STEVE COREY: Presents testimony in favor of SB 169. Presents the History of the Oregon Trail Coordinating Council, status of the Interpretive Centers and federal cooperation in the project.

TAPE 46, SIDE A

030 COREY: Continues testimony.

084 CHAIR FAWBUSH: How are you going to keep people from using and destroying the ruts?

092 COREY: I think in Baker City they have walk ways to keep people from walking in the ruts.

100 COREY: Concludes testimony.

110 BRETT WILCOX: Describes the Coordinating Council, current funding status, private sector support, need for additional funds, and potential sources of revenue (licensing and logo, sponsorship, and commemorative coin & license plate).

278 WILCOX: Concludes testimony.

280 JULIE CURTIS: Presents testimony concerning homecoming events and cooperation with the Department of Tourism.

429 CURTIS: Concludes testimony.

432 SEN. HILL: How do you plan to integrate this advertising campaign with the normal advertising budget that you will get?

436 CURTIS: We plan to keep a portion of the state money that was to go toward the Oregon Trail

celebration and just keep that in the tourism division. We would then get together with the add agency and coordinate that campaign based around some of the same philosophies that we have for the Tourism Division campaign.

TAPE 45, SIDE B

021 SEN. HILL: Will you save any money by combining the two different advertising campaigns?

025 CURTIS: We feel we will save money on the creative components and because we have already worked on the preliminary concepts a lot of the work has already been done and that should save us some money.

030 SEN. HILL: You have already integrated things in terms of literature and such?

035 CURTIS: In our current travel guide we plan to include more about The Oregon Trail.

045 WILCOX: We feel that once you get people out of their town they will move throughout the state.

050 CHAIR FAWBUSH: How much of this is dependant on the other six states?

055 THORNE: At this point I am trying to tie them in on the production costs. Right now Kansas and Missouri are the only ones not participating. If they don't kick in we will pick it up and market six states.

073 WILCOX: We want to get the other states involved but we want to make sure the dollars come to Oregon. We are the head of this effort.

081 SEN. HAMBY: Let's say that none of the other states will be able to help fund this, could you continue?

089 THORNE: We would be able to continue to sell the whole trail but we would target the states that would bring people to Oregon.

098 MILLER: Will we have a day that we will celebrate the Oregon Trail statewide?

105 CURTIS: We haven't planned that far yet but, it is possible.

127 CHAIR FAWBUSH: How much of Tourism's existing program is going towards Oregon Trail?

135 CURTIS: We are not devoting money so much as staff time.

142 CHAIR FAWBUSH: The information that you send out in response to your adds doesn't contain information on the Oregon Trail.

155 CURTIS: We are using old adds but we have been discussing how we can make the '92 travel guide more Oregon Trail oriented.

197 MILLER: Could you give the committee a flavor for what kinds of groups are working together for the Oregon Trail?

200 THORNE: Each of the interpretive centers has their own group so the End of the Trail Council is the group that is pulling together the Oregon City interpretive center.

211 COREY: We have become the historic advising section of these committees. There are a large number of people involved.

228 THORNE: I will meet with a steering committee of federal agencies.

236 SEN. TIMMS: What about coordination with the historical society?

243 THORNE: That is one of the areas that I would like to see us push.

300 MOTION: SEN. HILL moves SB 169 to the floor with a Do Pass recommendation.

VOTE: By roll call vote (5-0) SB 169 moves to the floor with a Do Pass recommendation.

Voting AYE: SENATORS DUFF, HAMBY, HILL, TIMMS and FAWBUSH. EXCUSED: SENATOR JOLIN.

MOTION: SEN. HILL moves SJM12 to the floor with a Do Pass recommendation.

VOTE: By roll call vote (5-0) SJM moves to the floor with a Do Pass recommendation.

Voting AYE: SENATORS DUFF, HAMBY, HILL, TIMMS and FAWBUSH. EXCUSED: SENATOR JOLIN.

320 CHAIR FAWBUSH adjourns the meeting at 4:35 p.m.

Submitted by,

Jeri Chase
Office Manager

EXHIBIT SUMMARY

1. EXHIBIT A - Staff Measure Summary on SJM12, submitted by Tami Miller, pgs.

2. EXHIBIT B - Staff Measure Summary on SB 169, submitted by Tami Miller, pgs.

EXHIBIT C - Testimony in support of SB 169, submitted by Senator Mae Yih, pgs 1.

EXHIBIT D - Testimony in support of SB 169 and SJM12, submitted by Senator Bill Kennemer, pgs.
1.

EXHIBIT E - Testimony in support of SB 169, submitted by Jill Thorne, pgs.