

# CITY OF ASHLAND



## Application for Economic Development, Cultural, Tourism and Sustainability Grants

\*\*\*\*DUE NO LATER THAN 4:00 pm March 22, 2017\*\*\*\*

**One (1) single sided, signed hard copy to  
NO STAPLES PLEASE**

In an envelope titled:

**City of Ashland**

**Attn: Diana Shiplet, Administration Department**

**Grant Application**

**20 East Main Street, Ashland, OR 97520**

<b>Applicant/Organization</b>	Ashland Bed and Breakfast Network		
<b>Mailing Address</b>	PO Box 1051 Ashland OR 97520		
<b>Contact Name</b>	Lisa Beach	<b>Contact Phone #1</b>	541-552-0605
<b>Email #1</b>	adream@charter.net		
<b>Contact Name #2</b>	Graham Sheldon	<b>Contact Phone #2</b>	541-482-3315
<b>Email #2</b>	innkeeper@ashlandcreekinn.com		
<b>Federal Tax ID</b>	██████████	<b>IRS Class (Exemption)</b>	501(c) (6)
		<b>Total Grant Request (\$5,000 min)</b>	

## Application Submittal Checklist

**In addition to the completed application form to be mailed and emailed, all submittals must contain the following;**

1. List of all board members, their occupations, and years on the board;
2. Organizational client demographic profile;
3. Grant program budget (for activities/programs/events that are part of this grant application);
4. Organization 501© letter verifying your no-profit status;
5. Organization corporate bylaws;
6. Organization's most recent Form 990 IRS filing (summary page only);
7. Organization's previous year financial statement summarizing expenses and revenues.

### **Application for Economic Development, Cultural, Tourism and Sustainability Grants**

1. Briefly describe the purpose and objectives of your organization and mission statement (*please limit to approximately 500 words*)

Ashland Bed and Breakfast Network (ABBN) is an all-volunteer association that promotes to tourists the wide variety of activities and attraction in Ashland, the Rogue and Applegate Valleys, and Crater Lake. ABBN has 17 member inns, offering a total of 129 units with a maximum occupancy of 324 guests. Estimated City tax revenue from ABBN inns is \$633K–\$554K per year.

ABBN also provides free bi-annual educational programs open to the City's hospitality industry, regardless of ABBN membership. To support local cultural and non-profit organizations, ABBN volunteers and donates rooms for local events, festivals, organizations, e.g., Ashland Culinary Festival, Independent Film Festival, Klamath Bird Observatory, etc.

ABBN's web presence (our Facebook page and StayAshland.com site) serve as a convenient source for potential visitors for all the city's attractions, amenities, lodging, activities, and special events, as well throughout the Rogue Valley.

The marketing purpose of ABBN's Facebook presence is it to: (1) attract new visitors, (2) entice existing visitors to increase the length of their stay, and (3) increase the number of visitors in off-peak seasons. With a well-informed local's perspective and a focus on providing concierge service through social media, we regularly promote:

1. Events, e.g., musical performances and local musicians
2. Community/local theater, in addition to OSF
3. Restaurants, introduce new ones, as well as post menu changes and seasonal specials for many restaurants, especially those restaurants that focus on sustainable "farm to fork" business models.
4. Wineries, wine tours, and special events in the vineyards
5. Outdoor activities, such as, farmer's markets, hiking, skiing, rafting, biking, birding, and the companies that provide touring services.

2. Reference the list of eligible activities provided in the 2012 Policy for Economic, Cultural, Tourism, and

Sustainability Grant (page 10) to briefly describe how the City grant would be used and how your activities meet the eligibility criteria (*please limit to approximately 1,000 words*)

The Stay Ashland marketing campaign promotes tourism to Ashland and positively affects the economic growth of many of Ashland's businesses. The campaign is comprised of three programs: 1. Promotion of Ashland area attractions to a growing audience on social media; 2. Production of the Stay Ashland Sweepstakes (lead generation campaign) and Seasonal Visitor Guide (email marketing campaign); and 3. Production and implementation of media relations campaign promoting all reasons to extend stays, and visit Ashland year-round for reasons in addition to the theater.

The components of the Stay Ashland Marketing Campaign:

(1) Social Media: Stay Ashland creates paid and organic social media content daily promoting Ashland all area attractions year round. The content drives visitors directly to the websites of Ashland area attractions and businesses, and all posts invite participation in the Stay Ashland Sweepstakes. This is an ongoing campaign that has shown direct effect on the many businesses that we have featured. In the course of the year, we are regularly reaching over 100,000 demographically-targeted tourists with a combination of organic and paid content. Stay Ashland's Facebook page has a following of over 6,000 and currently is growing at a rate of ~100/week.

(2) Stay Ashland Sweepstakes and Seasonal Visitor Guide: One of the primary objectives for Stay Ashland campaign is to develop a growing, pre-qualified opted-in email list of people who express an interest in visiting Ashland. With lists such as this, marketing offers and informational emails target specific travelers who are more likely to convert to visitors. The list will be used exclusively for the Seasonal Visitor Guide, in which all local businesses participating in the Sweepstakes will be featured with links back to their websites. This program started 5 months ago: as of this writing, 1,979 people have entered the Sweepstakes – we are adding 25-30/day.

(3) Media Content for redistribution into main-stream media: Create media-specific content designed to be picked up and used by travel, food, wine and entertainment media. Many media outlets are always in need of well-crafted content, and by providing this to them we will greatly increase the exposure of Ashland and all we have to offer.

Thanks to the early success of the Seasonal Sweepstakes, we are on track to double the number of followers on our Facebook page and have increased our total reach from tens of thousands to hundreds of thousands of potential tourists on social media. Businesses participating in the sweepstakes through an in-kind contribution are included in the Seasonal Visitor Guide and are promoted to the growing list of entrants quarterly at no cost.

This year's grant funds will be used to continue to develop our Facebook content and increase outreach in the social media networks. We will continue to offer Stay Ashland Sweepstakes packages, at least once a quarter. With an ever increasing email list from Sweepstakes entrants, we will be able to promote local businesses and tourism with email newsletters customized to targeted specific demographics and interests. We want to add the third component i.e., develop content for media outlets to publish. Developing content for media outlets (be it e-mags, travel blogs, newspapers or magazines, both online and in print) takes much time and is a specialized kind of writing. In addition, once the content is created, marketing and promoting the content to the media outlets requires access to the industry's publishers and writers – again a specialized set of skills for which we need a consultant.

2.1. If your grant request is for date specific events, programs or activities, please complete the following

table

Program/Event Title	Anticipated Dates of Event		Funding Request
	Start	End	
Increase Facebook followers from 6,000 to 12,000	6/2017	6/2018	\$12,000
Create Media Content for redistribution into Main-Stream Media	6/2017	6/2018	\$12,000
Quarterly Newsletters with Sweepstakes offerings to Build Audience and Increase Visitors	6/2017	6/2018	\$6,000
			\$
			\$

3. Which grant category (or categories) does your request fall under? (please check all that apply)

<input checked="" type="checkbox"/>	Grant Category	Grant Request
	<b>Economic Development</b>	\$ 24,000
<p>Per Economic Development eligible activities (page 10), please explain how your activities qualify (please limit to approx. 250 words):</p> <p>We anticipate the Stay Ashland campaign will impact both the number of visitors to Ashland and also increase the length of their stay and broaden the economic impact of visitors by exposing them to new businesses or new services in the area.</p>		
	<b>Cultural</b>	\$
<p>Per Cultural Development eligible activities (page 11), please explain how your activities qualify (please limit to approx. 250 words):</p>		
	<b>Tourism</b>	\$ 6,000

<p>Per Tourism eligible activities (page 11), please explain how your activities qualify (<i>please limit to approx. 250 words</i>)</p> <p>By focusing our campaigns on potential visitors in specific geographic areas, targeting those who live more than 50 miles from Ashland, we are able to increase the number of tourists visiting from outside of the area.</p>	
<p><b>Sustainability</b></p>	<p>\$</p>
<p>Per Sustainability eligible activities (page 11), please explain how your activities qualify (<i>please limit to approx. 250 words</i>):</p>	

4. If you do not receive the full amount of your request, describe how your organization would use a smaller amount of funds in each of the categories being applied for (*please limit to approximately 250 words*)

If we do not receive the entire amount of our grant request, we will greatly reduce or eliminate the frequency of the offerings and lower the targeted increase in our Facebook followers; and reduce advertising purchased on Facebook. Depending on the level funded, we may have to forgo or delay once again creating content for media outlets.

5. Using the attached City of Ashland Policy for Economic, Cultural, Tourism and Sustainability Grants, Section III (page 12), please explain how you will measure success or desired outcomes. (*please limit to approximately 250 words*)

We track Facebook follower counts and posts' outreach numbers. Using Google Analytics, we also track user visits to our sites. Finally, we also reach out to local businesses to determine if mentions on our Facebook site has resulted in increased visitors or increases in purchases.

Thank you for your time and efforts in preparing this information for consideration by the Grants Committee.


By signing below you certify that:

You, the grantee, understand that you must comply with all federal, state and local requirements applicable for the activities funded by this grant. Award of a grant by the City does not waive the grantee's obligation to obtain, at grantee's sole expense, all applicable permits that may be required for grantee's program or project.

And, that a grant may be conditioned on submission or other approvals to the City of a Certificate of General Liability Insurance in the amount of up to **\$1,000,000** naming the City of Ashland, its officers and employees as additional insured.

And, that you the undersigned have legal authority to submit the above information on behalf of the organization named above.

Name (print)  Lisa F Beach

Name (signature) 

Title  Development Committee Chair

## ADDITIONAL SUBMITTAL INFORMATION & REFERENCE MATERIALS

The following requirements and forms are provided to assist applications in submitting a complete application package. Use of the form templates provided is not a submittal requirement, but rather an optional tool for the applicant to use if they choose to provide the required information in this format.

### I. Grant Requirements *(from 2012 Policy for Economic, Cultural, Tourism and Sustainability Grants)*

- A. Grantee shall be registered as a 501(c) non-profit \*
- B. Grantee shall be a non-government entity
- C. The minimum grant amount that can be applied for is \$5,000 and the minimum award granted is \$1,000 per category and \$5,000 per grant application
- D. Grant award shall be utilized consistent with the associated applicant proposal and shall be primarily oriented to the grantee's Ashland activities and programs. Grant funds may also be utilized for a proportionate share of Grantee's overall administrative expenses.
- E. An applicant can apply for grant funds from more than one category, however, it is the responsibility of the applicant to specify the categories and funds requested for each category and clearly describe how the proposal meets the criteria for each category.
- F. Grantees must submit the application to the City prior to the deadline, which is established each year by the City. **Absolutely no late applications will be accepted.**
- G. Incomplete applications (see application cover page) will NOT be forwarded to the grant review committee for consideration.
- H. Materials submitted beyond those required and listed on the application cover page and application form will NOT be forwarded to the grant review committee as part of the application packet.

### II. Grant Submittal

- A. Grant applications for BN2017-19 are due on **March 22, 2017 by 4:00 p.m.**
- B. Completed application packets can delivered in person to the Utility Billing offices at City Hall, 20 East Main St \*\* or mailed to:  

City of Ashland  
c/o Diana Shiplet  
20 East Main St  
Ashland, OR 97520
- C. Questions regarding the BN 2017-19 Grant Program can be directed to Diana Shiplet, Administrative Analyst by phone at 541-552-2100 or [diana.shiplet@ashland.or.us](mailto:diana.shiplet@ashland.or.us).

*\*If your organization is being sponsored by or legally affiliated with a registered non-profit, a letter from that organizations Board of Directors recognizing the affiliation and a copy of the 501 (c) verification of the sponsoring non-profit*

*\*\* City of Ashland office hours are Monday to Friday 8:30am to 5:00pm.*

Applicant Organization Board Member Information Reporting Sheet

Name	Address	Phone	Occupation	Title	Term of Office
Graham Sheldon	70 Water St	541-482-3315	Innkeeper	President	4
Pat Howard	2190 Siskiyou Blvd	541-482-1554	Innkeeper	Secretary	10
Ronna Heilman	570 Siskiyou Blvd	541-482-9214	Innkeeper	Treasurer	7
Vicki Capp	59 Manzanita St	541-488-2286	Innkeeper	Marketing	4
Sue Blaize	239 Oak St	541-482-1726	Innkeeper	Education	6
Lisa Beach	496 Beach St	541-552-0605	Innkeeper	Development	7





**CITY OF ASHLAND  
GRANTS PROGRAM BUDGET**

Please use this form to identify costs associated with the program, activity or event that you are requesting funds for. This form is provided as a template to use. If your organization tracks grant related financials in a different reporting format, please submit in that format if you choose.

APPLICANT/ORGANIZATION: Ashland's Bed & Breakfast Network

PROGRAM/EVENT TITLE: Social Media Outreach "Stay Ashland" Campaign

PROJECT PERIOD: July 1, 2017 to June 30/2018

<b>REVENUE</b>		
City of Ashland Grant Funds		\$30,000
Jackson County Funds /Identify:		\$
Other State or Federal Funds /Identify:		\$
Other Funds /Identify		\$
Other Funds (cont)		\$
<b>TOTAL REVENUE</b>		<b>\$30,000</b>
<b>EXPENDITURES</b>		
<b>A. PERSONAL SERVICES</b> <i>(List costs by job title or function)</i>		
Total Salaries	% of time to project	\$N/A
1. _____	_____ %	
Total Benefits		\$N/A
1. _____		
2. _____		
<b>TOTAL PERSONAL SERVICES</b>		<b>\$</b>
<b>B. MATERIALS &amp; SERVICES:</b>		
Facebook Paid Ads + Organic Content Generation		\$16,000
Quarterly Public + Media Relations Outreach Campaign		\$10,000
Quarterly Email Marketing Campaign Design + Implementation		\$2,000
Photography / Videography Royalties		\$1,000
Win A Visit Online Sweepstakes Coordination		\$1,000
<b>TOTAL EXPENDITURES</b>		<b>\$30,000</b>

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG 20 2008**

Employer Identification Number:

[REDACTED]

DLN:

[REDACTED]

ASHLANDS BED & BREAKFAST NETWORK  
C/O MARTIN H LEVINE  
PO BOX 465  
ASHLAND, OR 97520-0016

Contact Person:

CARLY D YOUNG

ID# 31494

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

May 31

Form 990 Required:

Yes

Effective Date of Exemption:

December 20, 2007

Contribution Deductibility:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax-exempt status we have determined that you are exempt from Federal income tax under section 501(c)(6) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Please see enclosed Information for Organizations Exempt Under Sections Other Than 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure: Information for Organizations Exempt Under Sections Other Than 501(c)(3)

Letter 948 (DO/CG)

**BYLAWS**  
**of**  
**ASHLAND'S BED & BREAKFAST NETWORK™**  
**An Oregon Nonprofit Corporation**

**ARTICLE 1 - NAME AND PURPOSE**

Section 1. NAME

The name of the corporation shall be ASHLAND'S BED & BREAKFAST NETWORK (hereinafter the "Corporation" or ABBN) and the same is hereby incorporated as an Oregon, mutual-benefit, nonprofit corporation with members.

The use of Ashland's Bed and Breakfast Network™ name and the association's logo is restricted solely to use by current members. The Corporation's name and logo are protected from unauthorized use by the State of Oregon Trade and Service Mark laws.

Section 2. PURPOSE

The Corporation has been organized as a vehicle to provide the support and resources to help its members attract business and provide high quality, memorable experiences to their guests.

Ashland's Bed & Breakfast Network is an association of innkeepers who have joined together in the spirit of cooperation to support each other in the business of innkeeping, promote themselves as a group and make reservation referrals to one another. The Corporation serves as a forum, both at meetings and on a person-to-person basis, where all can share ideas, ask advice, and receive support.

**ARTICLE II – MEMBERSHIP**

Section 1. QUALIFICATIONS FOR MEMBERSHIP

- (a) Applications to join ABBN will be accepted by the Membership Committee only from individuals who own or operate an inn within Ashland's postal zone. Applicants will be inspected and rated according to the Inspection Guidelines of the ABBN.
- (b) An interim membership of no more than 6 months and overseen by a mentor is required.
- (c) Voting on membership applications at a general meeting or by email will require two-thirds (2/3) majority vote of the full membership for acceptance.

Section 2. REQUIREMENTS FOR NEW OR CONTINUED MEMBERSHIP

- a) City of Ashland Business License (if applicable)
- b) Traveler's Accommodation permit from Jackson County
- c) Food Service permits from Jackson County
- d) Food Handler's license from Jackson County

- e) Permit for swimming pool and/or spa from Jackson County (if applicable)
- f) Pass annual County Health Department inspection
- g) Proof of insurance
- h) Complete tour of all member inns (new applicants)
- i) All member inns are required to participate in phone duty. Any person taking ABBN phone duty must meet the requirement of visiting all member inns before participating in phone duty. Each inn is required to have at least one person who has visited all member inns available to take phone duty on their assigned dates. All calls received through the ABBN phone line are the property of the Corporation and shall be referred only to member inns, to the extent of ABBN's availability.
- j) Member inns are required to serve on an ABBN Committee or serve as an ABBN officer each year. Member inns are required to attend committee meetings for the committees on which they serve, and all ABBN general meetings.
- k) Member inns will abide by all city, county, and state regulations that apply to the inn based on their zoning type. Member inns agree to operate their business in accordance with all legal guidelines that apply to the inn.
- l) Member inns will agree to inspection by the Membership Committee at the time new membership is established, and every 2 years thereafter. Inspection will include review of the Membership Requirements and an assessment of the inn's overall adherence to items on the Inspection Guidelines document.
- m) Member inns will be inspected whenever new guest rooms are added. The inspection will include a review of applicable permits and licenses to ensure county/city approval for the new rooms has been obtained.
- n) Member inns agree to abide by all terms and requirements set forth in the ABBN bylaws.
- o) No member may conduct business on behalf of the organization or contact ABBN suppliers and service providers except as an officer or committee chair and/or as authorized by membership.

### Section 3. TERM OF MEMBERSHIP; RESIGNATION

Member shall serve until their dues expire, until the member resigns, or until removed from membership in accordance with the terms of these Bylaws. A member's resignation is effective upon notifying any officer or other board member of the member's desire to resign. Unless the officers determine special circumstances warrant a refund, membership dues are not refundable, and the inn will be deleted from services provided to ABBN members.

### Section 4. LEAVE OF ABSENCE

- (a) A Leave of Absence approved by the Board of Directors may be given for no more than one year.
- (b) For the duration of the Leave, the member inn shall not be responsible for payment of dues or assessments, nor will they be required to maintain their ad in the Festival brochure. They will be relieved of phone and committee duties. Dues and assessments will be prorated.
- (c) No referrals will be made to the member inn during the Leave of Absence and the inn will be omitted from the ABBN web site and literature.

- (d) Reinstatement will occur upon written notification by the member inn to the Board of Directors of their intention to resume operations. The member inn will be re-inspected prior to reinstatement of all benefits and responsibilities, including referrals, inclusion on the web site, resumption of phone duty, and committee work.
- (e) Applicable dues and assessments will be prorated. Depending on the time of year, the Festival ad will be placed or a payment of an equal amount will be made to the ABBN treasury.

#### Section 5. TRANSFER OF MEMBERSHIP

- (f) Transfer of full ABBN membership is not automatic. When ownership of an existing member inn changes, the new owner/manager will be granted an interim membership of no more than three (3) months. The new owner/manager shall send written notification of intent to maintain ABBN membership to the President or Membership Chair. Inspection will then be conducted and the ABBN Membership Requirements contract will be signed by the new owner/manager and the bylaws will be reviewed. The interim member's mentor will be present at the preliminary inspection.
- (g) The new owner/manager shall complete the application process for full membership within three (3) months of ownership/management of the inn. As set forth in these bylaws, the application process is as follows:
  - 1) Produce copies of appropriate licenses and permits (see Membership Requirements);
  - 2) Successfully pass both a preliminary and a final inspection by the Membership Committee.
- (h) The Membership Chair will report at the next general meeting and call for a written approval/disapproval vote to end the interim membership and grant full membership. Transfer of full ABBN membership will not be voted on until after the candidate successfully completes all terms of new membership. A new owner/manager may request an additional one (1) month to complete the requirements of full membership. In this case, the Membership Committee shall make a recommendation to the Board to either approve or deny the inn's extension request.

#### Section 6. SUSPENSION AND REMOVAL FROM MEMBERSHIP

- (i) *A member may be suspended from ABBN membership if found to be in violation of the spirit, purpose or articles of the by-laws. Suspension requires a 2/3 vote of the Board at any regular meeting or at a special meeting called for the purpose. Discussion by the Board of a possible suspension or removal will be held in closed session. A vote for suspension or removal will be followed by written notice, mailed return receipt requested to the member inn, explaining the cause of the action and offering an opportunity to be heard by the Board. (note membership committee needs to re-work)*
- (j) A member whose actions conflict with the purposes of the Corporation as set forth above, may be removed by a 2/3 vote of the members' present at an annual or other membership meetings. The notice for such meeting must state the name of the member to be removed, and the reasons for proposing the removal of the member.

Section 7: DEFINITION, USE, AND ENFORCEMENT OF THE ABBN INSPECTION GUIDELINES DOCUMENT

The ABBN Inspection Guidelines document has evolved over time as a collection of ideals and specific suggestions that we as a group of innkeepers have felt are important for inns to consider in order to establish a standard for quality that our group feels each inn should maintain as a member of ABBN. Reviewing the Inspection Guidelines during bi-annual inspections serves two purposes. First, it gives inns a chance to perform self-inspection so they can compare the operation of their own inn against a list of items that collectively represent wisdom from the many members of our group. Second, it gives inspectors a basis to form an opinion as to whether or not an inn is meeting the ABBN expectation of providing an excellent Bed and Breakfast experience to our guests. While the Inspection Guidelines themselves are not specific requirements for new or continued membership in ABBN, the Guidelines will form the basis for opinion of inspectors as to whether or not an inn should be reviewed by the Board for termination of membership if an inn is felt to deviate significantly from the spirit of the Inspection Guidelines.

**Use and Enforcement of Inspection Guidelines Document:**

1) The Inspection Guidelines document will be reviewed by the Membership Committee each year to assure that the Inspection Guidelines accurately reflect the current sentiment of ABBN members for standards of quality expected by member inns. The Membership Committee will submit the Inspection Guidelines to members for review each year prior to the annual meeting. Any suggested changes from members should be made through the Membership Committee Chairman. Any proposed changes to the Inspection Guidelines document will be voted upon by the members and accepted as valid with a 2/3 majority vote of the members. The vote can occur by email or during the general meeting each year.

2) Enforcement:

During bi-annual inspection of inns the Membership Committee will decide if, in the opinion of the committee, the inn meets the general overall level of quality expected by ABBN as reflected in the Inspection Guidelines. If it is felt that the inn does meet overall requirement for quality, the Committee will give routine feedback to the inn on items the inn failed to meet. This feedback can then be used by the inn as simple suggestions for improvement with no specific consequences.

If at the time of the bi-annual inspection it is the opinion of the Membership Committee that an inn **fails** in an egregious manner, or the inn **does not** meet the overall level of quality expected by ABBN, the inn will be counseled on specific areas that need remediation and the inn will be referred to the ABBN Board for re-inspection by the Board Members in 2 months. The Board will then vote to determine if the inn will be allowed to continue as a member of ABBN or if membership will be terminated. A 2/3 majority vote of the Board will be required for an inn to be terminated as a member of ABBN.

**ARTICLE III - MEMBERSHIP MEETINGS AND VOTING**

Section 1. PLACE OF MEETINGS

Annual and special meetings of the members shall be held at such place as may be designated by the board of directors.

## Section 2. ANNUAL MEETINGS

The Annual Membership Meeting will be held at the end of each fiscal year. Members must be present at this meeting in order to cast a vote for Officers for the following year.

## Section 3. GENERAL MEETINGS

A minimum of one General Meeting will be held during the year. At least 10 days' notice and the agenda will be delivered to all members giving the place and time of the next General meeting. Officers and Committee Chairs are also required to distribute to members ten days prior to the meeting any reports that are to be presented as agenda items.

## Section 4. SPECIAL MEETINGS

Special meetings may be called or a vote may be conducted by email by the Board of Directors as they deem necessary to address a specific business item. If possible, a 10-day notice of such meetings will be given, specifying the reason for that meeting. Only that particular business may be dealt with by this email vote or special meeting.

## Section 5. NOTICE OF SPECIAL MEETINGS

Written or printed notice stating the place, day and hour of the meeting and, in case of a special meeting, the purpose of purposes for which the meeting is called, shall be delivered not less than ten (10) days before the date of the meeting, either personally, faxed, e-mailed, or by mail, by or at the directions of the President, or the officer or persons calling the meeting, to each member of record entitled to vote at such meeting. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail addressed to the member at his or her address as it appears on the records of the Corporation, with postage thereon prepaid. When a meeting is adjourned without all business being consummated, notice of the follow-up meeting shall be given as for an original meeting.

## Section 6. VOTING RIGHTS; QUORUM

A simple majority of the membership shall constitute a quorum and be sufficient to conduct ABBN business. Each member inn shall cast only one vote.

Voting will be by written ballot for officers. Ballots will be counted by two members designated by the Chair. Other business may be handled by a show of hands

## Section 7. PROXIES

Proxy votes will not be accepted.

# **Article IV - OFFICERS and DIRECTORS**

## Section 1. POWERS

The business and affairs of the Corporation shall be managed by a Board of Directors, who shall exercise or direct the exercise of all corporate powers except to the extent member authorization is required by law, the Articles of Incorporation of the Corporation, or these Bylaws.



## Section 2. NUMBER

The Board of Directors shall consist of the four (4) elected officers and the chairs of the standing committees, as listed in Article VI.

## Section 3. ELECTION AND TENURE OF OFFICE

The officers shall be elected by ballot at the annual meeting of the members, to serve for one (1) year or until qualified successors are elected and accept office. Their term of office shall begin immediately after election.

## Section 4. VACANCIES

- (k) A vacancy on the Board of Directors shall exist upon the death, resignation, or removal of any Director. A Director shall be considered to have resigned if absent from three consecutive meetings without notice to the Board, or have sold his/her inn.
- (l) Vacancies on the Board of Directors shall be filled by a majority vote of the remaining Directors. A Director so chosen shall hold the position for the remainder of that term. If, however, more than six months remain of the term, a special election of the general membership shall be held.

## Section 5. REMOVAL OF DIRECTORS

Any director of the Corporation may be removed at any meeting of the board by majority vote of the directors, provided, however, that such proposed action is stated in the notice of the meeting.

## Section 6. MEETINGS

- (m) There should be a minimum of two (2) regular meetings each year by the Board of Directors. The date, time, and place shall be decided by the Board and reasonable advance notification sent to all members.
- (n) Special meetings may be called by a majority of the Directors.
- (o) A majority of the Directors shall constitute a quorum.
- (p) Board of Directors meetings shall be open to all members except that discussion of deficiencies or other issues, which could negatively impact the status or reputation of a member shall be held in closed session.

## Section 7. NOTICE OF SPECIAL MEETINGS

- (q) Notice of the time of special meetings shall be given orally or delivered in writing, personally; or by mail, email, or fax at least seventy-two (72) hours before the meeting. Notice mailed or faxed shall be directed to the address shown in the corporate records, or to the director's actual address ascertained by the person giving the notice.
- (r) Attendance of the directors shall constitute a waiver of notice of such meeting except where a director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened.

## Section 8. QUORUM AND VOTE

- (s) A majority of the directors shall constitute a quorum for the transaction of business. A minority of the directors, in the absence of a quorum, may adjourn from time to time but may not transact any other business
- (t) The action of a majority of the directors present at any meeting at which there is a quorum shall be the act of the board of directors and of the Corporation, except that an affirmative vote of two-thirds (2/3) of the directors present shall be required for the sale or disposition of substantially all of the assets of the Corporation.

## **ARTICLE V - OFFICERS**

The Officers, who are elected by the general membership, shall consist of a President, Vice President, Secretary, and Treasurer.

The Officers are elected and terms of office are addressed in Article IV Officers and Directors.

### Section 1. PRESIDENT

- (u) Preside at all meetings of the Board of Directors and the general membership and be responsible for setting the date and agenda for those meetings.
- (v) Represent the association to the public at large.
- (w) Have the power to call emergency meetings of the Board and to appoint special committees when necessary.
- (x) Have authority to approve bills for payment and have signature authority on the Corporation's checking account.

### Section 2. VICE PRESIDENT

- (y) Be a member of all committees and understand committee work to assure that the organization's policies and purposes are being adhered to and that the programs are being carried forward effectively.
- (z) Assist the President in carrying out the functions of that office.
- (aa) In the absence of the President, perform the duties of that office, including presiding at meetings and calling special meetings.
- (bb) Shall hold the second key to the post office box and be responsible for the distribution of mail in the absence of the Treasurer.
- (cc) As designated by the President, represent the association to the public.
- (dd) Have signature authority on the Corporation's checking account.

### Section 3. TREASURER

- (ee) Have signature authority on the Corporation's checking account.
- (ff) Be the authorized custodian of the funds of the association to receive and disburse moneys.
- (gg) Keep a list of members and the status of their dues

- (hh) Deposit the organization's funds in a timely manner into the designated bank account and reconcile that account monthly.
- (ii) Have authority to approve bills for payment up to \$250.00.
- (jj) Use Board approved financial software package to maintain the Corporation's financial records in a consistent manner.
- (kk) Prepare clear and understandable financial reports for each General meeting, as well as status reports for each Board meeting.
- (ll) Retrieve and distribute all mail delivered to the post office box in a timely manner. If unable to do so, the Treasurer must notify the Vice President to pick up and distribute the mail.
- (mm) Develop the annual budget for submission to the Board after reviewing committee budget projections.
- (nn) Maintain an historical file of all ABBN financial data.

#### Section 4. SECRETARY

- (oo) Be responsible for responding to and initiating correspondence on behalf of the Corporation.
- (pp) Send out notices of all meetings.
- (qq) Record and transcribe minutes of all meetings, and maintain record book of minutes.
- (rr) Send meeting minutes to the general membership.
- (ss) Have signature authority on the Corporation's checking account.

### **ARTICLE VI - COMMITTEES**

- 1) The Network shall be organized into standing committees that will be responsible for the various activities of the association. The committees shall be Operations, Advertising and Marketing, Membership, Development, Education and others as necessary and approved by the membership.
- 2) Committees will be formed on a volunteer or appointed basis at the Annual Membership Meeting. Chairs shall be chosen from within each committee and serve on the Board of Directors. The duties and responsibilities of committees shall be reviewed from time to time by the Board of Directors.
- 3) All committees will be required to submit annually their proposed budget to the Board. Appropriate invoice, receipt or other documentation will be required for any expenses incurred by committees when requesting payment or reimbursement from the Treasurer. Committees and officers may spend up to \$50.00 on behalf of the ABBN, reimbursable immediately when receipts are presented to the Treasurer. At the Annual Membership Meeting, committee Chairs will submit a report of the past years activities.

## Section 1. OPERATIONS COMMITTEE

- (tt) The Operations committee is responsible for day-to-day functions of the ABBN and interaction with service providers hired by and necessary to the operations of the ABBN.
- (uu) Operations will provide instruction and technical support to members necessary for the member's interaction with the Website and the Availability software. A manual will be kept for the use of the Operations Committee and will include log-ins, passwords, emails, URLs and contact information for providers and all member inns. This manual is intended for the ongoing use of the Operations Committee and is not available to the general membership. Member inns may not contact the service providers directly regarding ABBN issues.
- (vv) Devise and implement other systems that may be necessary for the successful operations of the ABBN or as directed by the Board and/or the membership.

## Section 2. ADVERTISING AND MARKETING COMMITTEE

- (ww) Shall continually evaluate current advertising, public relations, and community relations, and identify appropriate venues for ABBN exposure.
- (xx) Handle the updating and printing of ABBN rack card and print advertising plus recommend changes to the website.
- (yy) Maintain adequate supplies of the rack card and handle distribution and mailing.
- (zz) Provide the general membership a current marketing plan with associated budget proposal at each General Meeting.

## Section 3. MEMBERSHIP COMMITTEE

- (aaa) Shall present a slate of potential members to the General Membership for discussion.
- (bbb) Handle the application process, from initial contact with prospective members to inspection of those inns, which make formal application.
- (ccc) Present written summations of inspections and make recommendations to the General Membership.
- (ddd) Appoint member inns as mentors to provide necessary orientation and instruction in all aspects of membership, including phone duty and referral policies and procedures, for member applicants and new owners or operators of current member inns.
- (eee) Update Application, Membership Agreement, and Inspection Checklist.

## Section 4. DEVELOPMENT COMMITTEE

- (a) Will work with other standing and ad hoc committees to identify concepts and specific projects that may qualify for outside funding.
- (b) Will investigate and identify opportunities for outside funding of association programs and projects.
- (c) Will prepare and submit grant or other proposals to obtain outside funding for specific projects proposed by other committees and approved by the Board of Directors.

- (d) Will work with other standing and ad hoc committees responsible for the implementation and expenditure of funds for a specific project or program, will prepare and submit progress reports, final reports, and other administrative documents required by grants or other outside sources of funding.

**Section 5: EDUCATION COMMITTEE**

- (a) Will promote an exchange of ideas for improvement of the lodging industry within the association and other places of accommodation including hotels, motels, travelers' accommodations and others.
- (b) Will provide forums for discussion of issues and conditions of particular interest to the lodging industry.
- (c) Will conduct educational programs for the benefit of the association and its members, as well as others in the lodging industry and persons interested in positions within the industry.
- (d) Will conduct community outreach programs on behalf of the association and others in the lodging industry.

**ARTICLE VII - FINANCIAL RESPONSIBILITIES**

**Section 1. DUES**

- (fff) The amount of dues will be determined by vote of the membership.
- (ggg) Dues will be invoiced by the Treasurer twice yearly and be payable ½ on December 1 and ½ on June 1.
- (hhh) Annual dues are delinquent thirty (30) days after their due date at which point the Board can take action which may include a penalty levied against the delinquent inn, suspension of member benefits or cancellation of membership.

**Section 2. SPECIAL ASSESSMENTS**

The Board of Directors shall have the authority to impose special assessments from time to time as deemed necessary. Unpaid approved special assessments shall be treated in the same manner as unpaid dues.

**Section 3. NON-BUDGETED EXPENDITURES**

No committee, nor member of the Corporation, shall incur any debt against the organization without prior approval of the Treasurer and the President except as provided by Article VI, Section 3.

**ARTICLE VIII - GRIEVANCE PROCEDURE**

Any complaint received by the Board of Directors shall be shared with the member against whom it is registered. Written complaints against a member inn from any source which are pertinent to ABBN membership may be reviewed by the Board of Directors for possible action. The member shall be notified of the date, time and place of the review. They may be present and have an opportunity to speak at the review. This review will be a closed session. The member shall be informed in writing of any action taken by the Board of Directors within ten (10) days of the review.

## **ARTICLE IX - AMENDMENT OF BYLAWS**

These bylaws may be amended by the approval of two-thirds (2/3) of the membership either at a General Meeting or by a mail-in or email ballot provided fifteen (15) days' notice of the proposed changes has been given to the membership.

## **ARTICLE X - PARLIAMENTARY AUTHORITY**

Robert Rules of Order (Revised) shall govern Ashland's Bed & Breakfast Network™ in all cases in which they are not in conflict with these bylaws.

## **ARTICLE XI - CORPORATE RECORDS AND REPORTS – INSPECTIONS**

### **Section 1. RECORDS**

The Corporation shall maintain adequate and correct books, records and accounts of its business and properties. All of such books, records and accounts shall be kept at its place of business as fixed by the Board of Directors from time to time, except as otherwise provided by law.

### **Section 2. INSPECTION OF BOOKS AND RECORDS**

All books, records, and accounts of the corporation shall be open to the inspection by the member at reasonable times in the manner and to the extent required by law.

### **Section 3. CERTIFICATION AND INSPECTION OF BYLAWS**

The original or a copy of these Bylaws and any amendments thereto certified by the Secretary, shall be open to inspection by the members and directors in the manner and to the extent required by law.

### **Section 4. CHECK, DRAFTS, ETC.**

All checks, drafts, or other orders for payment of money, notes or other evidences of indebtedness, issued in the name of or payable to the Corporation, shall be signed or endorsed by such person or persons and in such manner as shall be determined from time to time by resolution of the Board of Directors.

### **Section 5. EXECUTION OF DOCUMENTS**

The Board of Directors may authorize any officer or agent to enter into any contract or execute any instruments in the name of and on behalf of the Corporation. Such authority may be general or confined to specific instances. Unless so authorized by the Board of Directors, no officer, agent or employee shall have any power or authority to bind the Corporation by any contract or engagement, or to pledge its credit, or to render it liable for any purpose or for any amount.

## ARTICLE XII - GENERAL PROVISIONS

### Section 1. AMENDMENT OF BYLAWS AND ARTICLES OF INCORPORATION

Neither these Bylaws nor the Articles of Incorporation may be amended except upon an affirmative vote of two-thirds (2/3) of the membership. Whenever an amendment or new bylaw is adopted, it shall be copied in the minute book with these original Bylaws in the appropriate place. If any bylaw is repealed, the fact of repeal and the date on which the repeal occurred shall be stated in such book and place.

### Section 2. WAIVER OF NOTICE

Whenever any notice to any member or director is required by law, the Articles of Incorporation or these Bylaws, a waiver of notice in writing signed at any time by the person entitled to notice shall be equivalent to the giving of the notice. Appearance at any such meeting shall also serve as a waiver respecting the person appearing.

### Section 3. ACTION WITHOUT A MEETING

Any action, which the law, the Articles of Incorporation, or the Bylaws require or permit, the Members or Directors to take at a meeting may be taken without a meeting if consent in writing setting forth the action taken is signed by all of the Members or Directors entitled to vote on the matter. The consent, which shall have the same effect as a unanimous vote of the Members or Directors, shall be filed in the records of minutes of the Corporations.

### Section 4. INDEMNIFICATION

The Corporation shall indemnify and hold all Directors harmless from any claims or liability, which may arise in connection with any of the activities of the Board or the Corporation. The Corporation may procure insurance to this end.

The undersigned corporate Secretary, herewith certifies the above Bylaws as the true and identical ones accepted and approved by the Board of Directors of this Corporation on the \_\_\_\_\_ day of \_\_\_\_\_, 2007.

---

Secretary



## Manage Form 990-N (e-Postcard)

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EIN	Organization Name	Tax Year	End Date	Created On	Status	Submission ID	Action
██████████	ASHLANDS BED & BREAKFAST NETWORK	2015	05-31-2016	08-04-2016	Accepted	██████████	

««« Prev Page 1 Next »»»

**CREATE NEW FILING**



## ABBN 2016-2017 Proposed Budget

Balance Forward	\$1,599.06
Membership Dues (based on \$375.00 for all inns)	<u>6,375.00</u>
Total	\$7,974.06

### Administration

- Post Office Box	\$ 90.00
- Meeting Rental	100.00
Supplies	50.00
- Business Name	50.00
- Corporate Name	0.00
Bank fee	<u>40.00</u>
<b>Total Administration</b>	<b>\$330.00</b>

### Operations

Liability Insurance	\$ 490.00
Phones	<u>375.00</u>
<b>Total Operations</b>	<b>\$ 865.00</b>

### Committees

Education	\$ 75.00
Membership	<u>75.00</u>
<b>Total Committees</b>	<b>\$ 150.00</b>

**Marketing**

Chamber of Commerce

Membership

\$ 100.00

OSF Ad

820.00 (question last year  
\$1,090)

Domain Host

180.00 ( 2 year cost)

General Marketing

150.06

Media and PR

5,379.00

Lower for OSF  
add

**Total Marketing**

**\$6,629.06**

**2016 City of Ashland Grant**

**\$8,833.00**

Planned Use of Grant

Media and PR

**\$8,833.00**

Memberships  
June

**ABBN Financial Report**  
May 13, 2018

Balance Forward \$3504.71  
Membership Dues 6,375.00

**Total General Fund Income \$9,879.71**

**Expenses General Fund**

**Administration**

	Budget	Paid YTD	Difference
Post Office Box	\$90.00	\$82.00	\$ 8.00
Meeting Rental	100.00	0.00	100.00
Supplies	100.00	0.00	100.00
Business Name	50.00	0.00	50.00
Corporate Name	0.00	50.00	-50.00
Bank Fee	50.00	0.00	50.00

**Total Administration \$390.00 \$132.00 \$258.00**

**Operations**

Liability Insurance	\$490.00	\$465.00	\$25.00
Phones	<u>400.00</u>	<u>303.54</u>	<u>96.46</u>
	<b>\$890.00</b>	<b>\$768.54</b>	<b>\$121.46</b>

**Committees**

Education	\$100.00	\$ 0.00	\$100.00
Membership	<u>\$100.00</u>	<u>0.00</u>	<u>100.00</u>

**Total Committees \$200.00 \$ 0.00 \$200.00**

<b>Marketing</b>	<b>Budget</b>	<b>Paid YTD</b>	<b>Difference</b>
<b>Membership</b>			
Ashland Chamber	\$ 100.00	\$100.00	\$ 0.00
<b>Ads OSF Brochure</b>			
web listing	1,100.00	1,090.00	10.00
<b>OSF On the Bricks</b>			
Panel Ad	725.00	0.00	725.00
<b>Printing</b>	150.00	176.16	-26.16
<b>Social Media/PR</b>	6,100.00	6,000.00	100.00
<b>Gen Marketing</b>	<u>224.71</u>	<u>13.95</u>	<u>210.76</u>
<b>Total Marketing</b>	<b>\$8,399.71</b>	<b>\$7,380.11</b>	<b>\$1,019.60</b>
<b>Total Gen Fun</b>			
<b>Expences</b>	<b>\$9,879.71</b>	<b>\$8,280.65</b>	<b>\$1,599.06</b>

**Grant Income 2015**

    City of Ashland           \$5,000.00

**Grant Expenses 2015   \$5,000.00   Paul West Gnosis Media**

**Balance in Checking   May 13, 2015   \$1,599.06**

March 21, 2017

To the City of Ashland Budget Committee,

The Ashland B&B Network has strengthened our business by actively promoting our trips and services to their prospective and current clients. The organization recognizes that a well-rounded vacation might start with finding a home-away-from-home, but a traveler's Southern Oregon experience is enhanced by the numerous activities, entertainment, food and drinks, and sights-to-see that our region offers. Southern Oregon is a world-class vacation destination because of the many opportunities travelers have to explore our region. The Ashland B&B Network boosts both the traveler experience and our local economy by providing information about activities beyond their lodging partners.

All the best,

Will Volpert

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