

## Promotions Committee changes to Visitor & Convention Bureau

**January 16, 2008**

**Coos Bay, OR** – The Coos Bay-North Bend Tourism & Promotions Committee received the final okay Tuesday night to go forward with a name change. The North Bend City Council approved the change on January 8<sup>th</sup> and the Coos Bay City Council on January 15<sup>th</sup>; both councils unanimously agreed to allow the Promotions Committee to proceed with a name change to the Coos Bay-North Bend Visitor & Convention Bureau.

In prior meetings, Katherine Hoppe, Director of Promotions & Conventions explained to both councils that there seemed to be a lot of confusion as to what the Promotions Committee was. She stated that they served all the functions of a Visitor & Convention Bureau (VCB), and that to change names would put them more in line with others in the tourism industry.

The decision to change names was in discussion for several months. The former Promotions Committee hosted a series of public advertising subcommittee meetings to discuss the need to change names and then voted to go forward with the new name once a recommendation was made.

The Coos Bay-North Bend VCB will continue to serve its role to the cities and the lodging industry to promote tourism and increase overnight visitor stays.

For more information, contact Katherine Hoppe of the Coos Bay-North Bend Visitor & Convention Bureau at 541.269.0215 or [kat@oregonsadventurecoast.com](mailto:kat@oregonsadventurecoast.com)

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