



*Keizer Points of Interest Committee Regular Meeting Agenda  
Thursday, March 25, 2021 ~ 6:00 ~ Keizer City Hall*

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Welcome to New Member Luis Castro**
4. **Approval of Minutes ~ January 2021**
5. **Appearance of Interested Citizens**
6. **Enhanced Visitor Experience – Warren Franklin**
7. **Projects/Reports**
  - Informational Signage at Schoolhouse Square – Bob Busch
  - Oral History – Robert Becker
  - Facebook Page – Robert Becker
  - Origination of Street Names/Neighborhood History – David Louden
  - Longitude 123 – Kathi Engles
  - Willamette River Water Trail Designation for Wallace House Park – Kathi Engles
  - Compilation of City Memorials – Lorene Moore
  - History of Parks General – David Louden
    - Bob Newton – Bob Busch
    - Chalmers Jones – Robert Becker
    - Mike Whittam – Kathi Engles
    - Ben Miller – Lorene Moore
    - Ryan J. Hill – Lisa Cejka - *Complete*
8. **Other Business**
  - **NEXT MEETING:** April 22, 2021 *Virtual or In-Person?*
9. **Council Liaison Report**
10. **Adjourn**

*Next Meeting - April 22, 2021*

**Completed Projects**

45 <sup>th</sup> Parallel	Japanese History Influence	Schreiner's Iris Gardens
Charles McNary Memorial	Keizer Public Art	Spong's Landing
Claggett Cemetery	Keizer Rapids Park	TD Keizer Statue
Donation Land Claim	Map of Little Libraries	Wallace House
Flood History Signs	Map of Points of Interest	Lesser Marker for Significant Donation Claim
Geo-Cache – <i>(inactive)</i>	Marie Dorion	Informational Signage - Keizer School
Trees of History Brochure	Old Keizer School	

**To Do Projects**

Neighborhood History/Origination of Street Names	Longitude 123
Park History	Informational Signage - Schoolhouse Square

**Americans with Disabilities Act (ADA) Notice**

The City of Keizer is committed to providing equal access to all public meetings and information per the requirements of the ADA and Oregon Revised Statutes (ORS). The Keizer Civic Center is wheelchair accessible; if you require any service that furthers inclusivity to participate, please contact the Office of the City Recorder at least 48 hours prior to the meeting by email at [davist@keizer.org](mailto:davist@keizer.org) or phone at 503-390-3700 or 503-856-3412.



**Keizer Points of Interest Committee (KPIC)  
Meeting Minutes  
Thursday, January 28, 2021  
Keizer Civic Center**

**CALL TO ORDER** ~ Chair Bob Busch called the meeting to order at 6:00 pm.  
Attendance was taken as follows:

**Present:**

Bob Busch, Chair  
Robert Becker, Vice Chair  
Kathi Engles  
Lisa Cejka

**Absent:**

One Position Vacant  
Lorene Moore  
David Louden

**Councilor/Staff Present:**

Roland Herrera, Councilor  
Debbie Lockhart, Deputy City Recorder

**APPROVAL OF MINUTES** ~ Bob Busch moved for approval of the December 2020 Minutes. Robert Becker seconded. Motion passed as follows: Busch, Becker, Cejka and Engles in favor with Moore and Louden absent and one position vacant.

**APPEARANCE OF INTERESTED CITIZENS** ~ None

**PROJECTS/REPORTS**

**Informational Signage at Schoolhouse Square:** No Report

**Oral History:** No Report

**Facebook Page:** Robert Becker will try to post something as administrator. If it doesn't work Bob Busch will take over the project.

**Willamette University:** Several resources have indicated that the original school was located outside Keizer city limits (Willamette Mission Park). Project removed from list.

**Longitude 123:** Kathi Engles suggested various locations for a marker rather than a sign. She shared information about an obelisk noting that it would be rather expensive. Another option was a 4" x 4" post with signage on each side. She will contact Bill Lawyer to get his feedback and suggestions. She indicated that she had been unsuccessful in making contact with anyone at McNary who might be able to build the post/obelisk. Committee suggested that perhaps a student at C-Tech could build it.

**Willamette River Water Trail Designation for Wallace House Park:** Kathi Engles reported that she had not made any progress on reaching someone who could assist with

showing parks along the Willamette on the Willamette River Water Trail website maps but she would continue her efforts.

**Neighborhood History/Origination of Street Names:** No report.

**Compilation of Keizer Memorials:** No report.

**History of Parks - General:** No report.

**History on Park Names**

*Bob Newton:* Bob Busch – no report

*Chalmers Jones:* Robert Becker – no report

*Mike Whittam:* Kathi Engles – no report

*Ryan J. Hill:* Lisa Cejka shared information she had gotten on the park. This will be added to the City website and given to the consultants who are updating the Parks Master plan for possible inclusion in the Master Plan.

*Ben Miller:* Lorene Moore – no report

**OTHER BUSINESS:**

**Ratification by Motion of Chair decision for tonight's in-person meeting.** Lisa Cejka moved to ratify chair's decision for tonight's in-person meeting. Robert Becker seconded. Motion passed as follows: Busch, Becker, Cejka and Engles in favor with Moore and Loudon absent and one position vacant.

**Next Meeting March 25, 2021 In-Person or Virtual?** Committee agreed by consensus to cancel the February meeting. Lisa Cejka moved to hold the March 25, 2021 meeting in-person. Robert Becker seconded. Motion passed as follows: Busch, Becker, Cejka and Engles in favor with Moore and Loudon absent and one position vacant.

**COUNCIL LIAISON REPORT** ~ Roland Herrera praised Council for denouncing white supremacy noting that Salem had used a copy of Keizer's statement. He reported that there were two new councilors and that Councilor Smith was the new Council President. He shared information regarding City Day and recent safety training, announced that this year McNary graduation rates are 11% higher than the state average, commended people facilitating the vaccinations and youth who have adapted so well to the crisis and urged everyone to be nice to each other, attend Council meetings and be engaged.

**ADJOURNMENT** ~ Meeting adjourned at 6:48 p.m.

***Next Meeting:* March 25, 2021**

*Minutes approved:* \_\_\_\_\_



*For a Richer & Deeper  
Visitor Experience*



Expand exhibit information

Attract new visitors

Generate new revenue

Warren Franklin, (EVE) *Enhanced* Visitor Experience™  
971-273-1022 U.S. Patent #: 9,877,138  
[moreinfo@enhancedvisitorexperience.com](mailto:moreinfo@enhancedvisitorexperience.com)



## Nearly Everyone in the US Has a Smart Phone

In 2018 over 257 million in the United States used smart phones.  
It is estimated that number has grown to nearly 273 million in 2020.



91% of all adult users of mobile phones keep their phones within  
arm's reach for 24 hours a day.

There are 5 times more mobile phones present in this world than PCs.

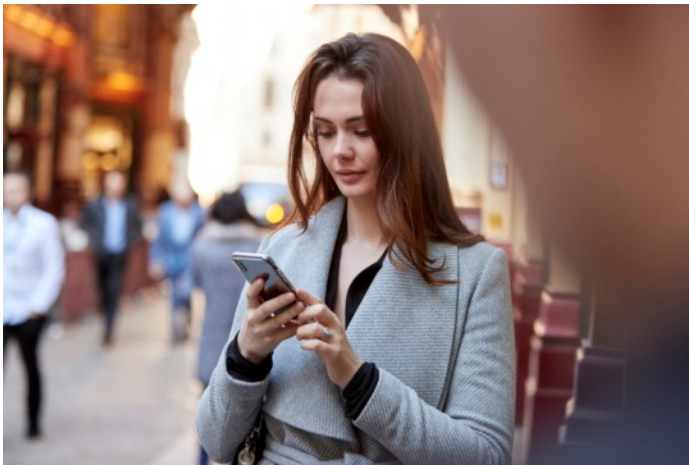
We have them with us for roughly 16 hours a day.

We check them 150 times a day.

Warren Franklin, (EVE) *Enhanced* Visitor Experience™  
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## Visibility & Discovery Network



For people that who don't want a tour. Instead, they're looking for self-discovery.

*Enhanced Visitor Experience will help them find their way.*

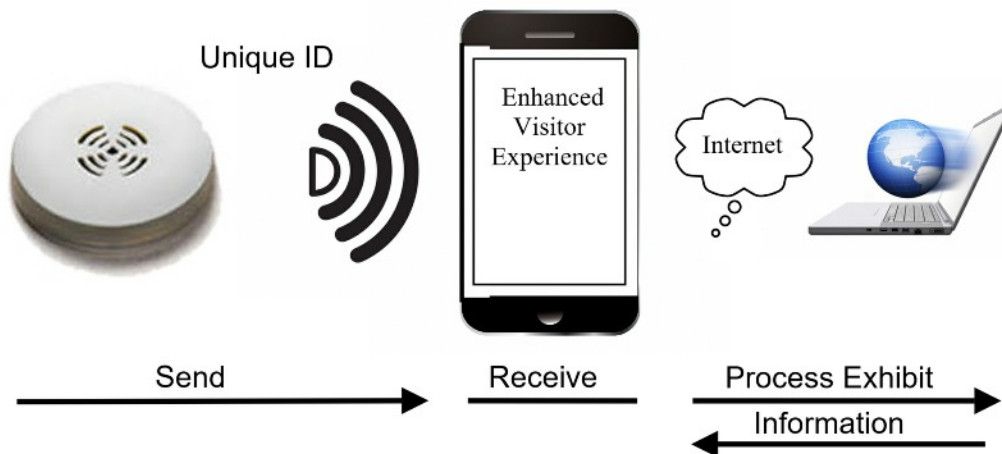
- A consistent visitor experience
- Reduce costs of training docents and tour guides
- Generate new revenue
- Become a part of the Enhanced Visitor Experience Visibility & Discovery Network.
- Discover new places to visit

Warren Franklin, (EVE) **Enhanced** Visitor Experience™  
971-273-1022 U.S. Patent #: 9,877,138  
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## U.S. Patented iBeacon Technology

Help visitors learn more  
More consistent visitor experience



An iBeacon is a small piece of hardware. It sends out a signal by using Blue Tooth technology. Each signal has its own individual identity. It has a radius of about 90 feet. When a visitor approaches an exhibit, the phone recognizes it. The title of the exhibit shows on the Enhanced Visitor Experience Mobile App.

### Show Up To Three Levels Of Exhibit Information

You can show general information, or levels for Expert, General and Kids.

Warren Franklin, (EVE) *Enhanced* Visitor Experience™  
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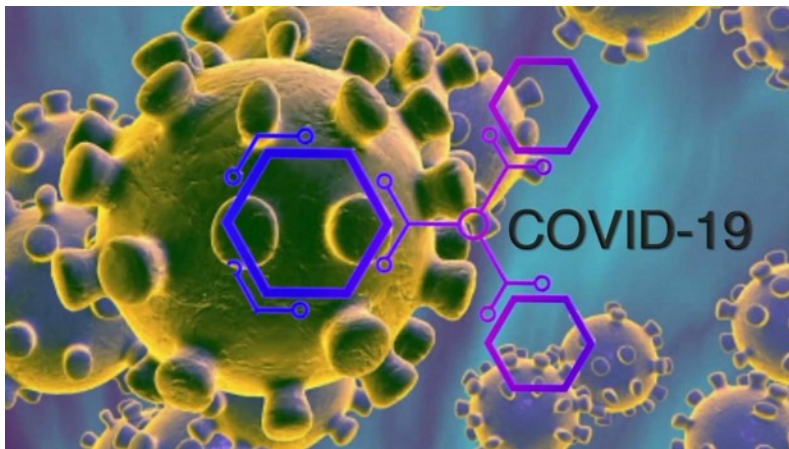


*“The nature of this app would give university visitors a much more informational visit. Instead of taking a campus tour guided by the university, visitors would be able to take their own tour by using Bluetooth beacons at each school. Each of the buildings on campus have different functions that most people wouldn’t know unless they had insider information in front of them. This would be beneficial to visitors because they wouldn’t have to schedule a guided tour and could spend as much time looking through each building as they need.”*

**Masters students, Business Planning/Senior Thesis, Hoff School of Business, Corban University**

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COVID-19 Coronavirus may have changed how we conduct our lives in public places forever. Your visitors want to know what you are doing to protect them against this highly contagious virus.

The Enhanced Visitor Experience Mobile App is an effective way to show your museum is taking additional steps to protect their health.

**The benefits for you are many:**

- Replace group tours
- After the COVID-19 threat is over visitors will want to enjoy a tour without being in a crowd
- Promote a new safe way to take a self-guided tour
- No need to clean or maintain equipment
- Install exhibit information with ease
- Simple and easy for visitors to use
- Potential new revenue generator

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DISCOVERY - EDUCATION - FUN

*Quest &  
Discovery*

**NETWORK**

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## THE ENHANCED VISITOR EXPERIENCE QUEST & DISCOVERY NETWORK

### **EVE Quests are fun!**

- A day spent on a Quest is a day of discovery in your community.
- Can be a family activity.
- Social Distancing isn't a problem.

### **The EVE Quest & Discovery Network...**

- Attracts visitors to your community
- Generates new revenue
- Educates people about your community

Everyone completing your EVE Quest receives a collector magnet specific to that location and is entered in a drawing for prizes given out either monthly or quarterly. Prizes can be furnished by your sponsors. The magnet is a part of the promotions, there is not additional charge for it. You will have final say of the design of the magnet.



### **In-app purchase**

The small fee a visitor pays to participate in your Quest represents an income opportunity for your organization. Make a dollar for each visitor participating.

### **Sponsorships**

Each of your Quest locations can have a sponsor. Each sponsor pays a fee and offers prizes for the drawing for the visitors that complete the Quest. .



# EVE QUEST & DISCOVERY NETWORK

You are a member of both the Enhanced Visitor Experience Scavenger Hunt Network and the larger EVE Visibility & Discovery Network

Up to 15 i Beacons for your Quest locations

Home Page

Unlimited Promotions

Contact information

Templates for signs & registration forms

Template for press release

Training for in putting information into the system

Training on running the program

Monthly EVE Scavenger Hunt Network Newsletter

New revenue source

And more



# EVE QUEST & DISCOVERY POTENTIAL NEW REVENUE

Annual Visitors Participating	In App Purchase Price	Your Share	Potential New Revenue
2,500	\$3.99	\$1.00	\$2500
5,000	\$3.99	\$1.00	\$5000
10,000	\$3.99	\$1.00	\$10000
25,000	\$3.99	\$1.00	\$25000
50,000	\$3.99	\$1.00	\$50000
100,000	\$3.99	\$1.00	\$100000

\* An estimate of potential income. Your results may be differ. Revenue generation does not include sponsorships sold, visitors purchasing items in your gift shop, new membership sign ups and donations.

## Your investment:

During the after effects of the COVID-19 pandemic, the \$499 set up charge and monthly service fee is being waived. Your investment is the time and effort of setting up the Quest in your area.


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# THE ENHANCED VISITOR EXPERIENCE QUEST & DISCOVERY NETWORK

## Powerland Heritage Park

Everyone completing the Quest will be entered to win a prize from our sponsors. The drawing takes place at the end of each month for everyone participating that month.

### Getting Started

- Download Enhanced Visitor Experience from the Google or Apple App Store and open the app. Look for this image: 
- Fill in the requested information
- Under Settings make sure the Quest button and Notifications are turned on
- Go to the Home Page and tap on Powerland Heritage Park
- Tap on Exhibits at the bottom of the page
- Tap on \$2.99 to register for the Powerland Heritage Park Quest.
- The Quest begins at the Powerland Heritage Park office.
- As you walk around the park you will see Quest locations appear as you come close to them and disappear as you move away from them.
- On the back side of this page you will see a question related to each Quest location. Each location will give you the answer. Write the answer on the designated line.
- Return the complete information to the Powerland Heritage Park office.



Sponsor

Sponsor

Sponsor

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Turn the page over to begin your Powerland Heritage Park Quest!

# THE ENHANCED VISITOR EXPERIENCE QUEST & DISCOVERY NETWORK

## Powerland Heritage Park

**Begin your Quest at the Powerland Heritage Park main office.** That is where you will find your first clue. Answer the questions below to complete your Quest.

1. Question one

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2. Question two

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3. Question three

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4. Question four

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5. Question five

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6. Question six

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7. Question seven

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8. Question eight

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9. Question nine

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10. Question ten

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11. Question eleven

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12. Question twelve

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Sponsor

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Check the box if you would like to receive news about events and activities at Powerland Heritage Park.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email: \_\_\_\_\_

Zip Code \_\_\_\_\_