

TOURISM ADVISORY COMMITTEE
Meeting Minutes – February 9, 2016 at 4:00 pm
Courtyard Conference Room

Committee Members:

Barbara Hochberg (Chair)
Wynniss Grow (Vice Chair) - Absent
Terry Hopkins
Colene Martin
Robert Hamlyn - Absent
Tamara Bushnell
Doug Bradley
Mary Groves
Tina Gotchall - Absent

City/Staff/Council Liaisons:

Shonna Bouteller (City Council)
David Reeves (Assistant City Manager)
Jon Bowen (Experience Grants Pass)
Susan Seereiter (City Business Advocate)

Guests:

Gwen Jacobson
Germaine Cartmell
Jacob Ormsby

1. INTRODUCTIONS

- A. Darin took a moment to introduce Shonna as the new Council liaison for Tourism. He will continue to attend the Tourism meetings.

2. REVIEW/APPROVAL OF MINUTES (January 12, 2016)

Corrections to minutes:

- Specified that the branding firm that was hired is "Lookout".

MOTION/VOTE

Committee Member Martin moved and Committee Member Groves seconded the motion to approve the minutes from January 12, 2016 as amended. The vote resulted as follows: "AYES": Committee Members Hochberg, Hopkins, Martin, Bushnell, Bradley, and Groves.

"NAYS": None. Abstain: None. Absent: Grow, Hamlyn, and Gotchall. The motion passed.

3. SUMMARY OF CITY COUNCIL PRESENTATION (BARBARA)

- A. Barbara briefly went over the main goals for the Tourism Committee that was presented to City Council.
- Vagrant issues.
 - Make the City of Grants Pass an Event City.

4. TOURISM REPORT

- A. Jon went over the January report.

- B. The branding project has been the primary goal. There were several meetings with the Lookout group and the branding steering committee. The branding phrase that was agreed upon is “Heart of the Rogue”. This will be presented to Council on February 22. The logo design is still being worked on. Branding will be revisited and voted on in March by the City Council.
- C. Billboard at Merlin onramp going south is not up yet. Jon is working on getting with them to see what the delay is. The Manzanita rest stop sign went up a few weeks ago.
- D. The quarterly report was given to City Council.
- E. New tourism money is being generated through taxes, we might want to see if some of the money generated can be allocated to special projects when they come up.
- F. Working on new handouts for Welcome Center.
- G. Wayfinding committee is working on wayfinding signs. There are currently 48-52 signs in the City that have current logo with directions. Do to the volume this will likely be a 2-3 phase project. Once branding is complete the style will be incorporated.
- H. First impressions- we were approached by the Chamber about the Ford Foundation working on an economic vitality study. This would have a 5-10 person committee come into the community to give impressions. They would give opinions on local merchants, bathroom facilities, wayfinding signs, etc. We can present the study findings to community.
- I. Did test with rogue allure for equipment designation, however it failed. We were able to speak to someone with Charter in Seattle; he was able to get us the right info on what needed to be ordered. Ordered it about 2 weeks ago.
- J. \$125 per month for ad, all revenue would go towards production.
- K. Art along the rogue – two main featured artists. No theme yet, possible back to the classics?
- L. First Friday went well; there was salsa, a petting zoo, bagpipes.
- M. Working with museum on art study project that will carry over three years. The study goes over our impact of art in city of GP and compares us against other cities.
- N. New welcome center is coming together nicely and has a different feel.
- O. We are applying for the Oregon cultural trust and travel Oregon grant program. There will be some webinars coming up soon. There are four categories to enter in. Projects that fall between 8-1-16 through 7-30-17 qualify and the deadline for entry is 4-22-16. Projects must give a “better life for Oregonians”. Preference is given to projects that enhance community. Nature based or outdoor rec. cycling, tourism, culinary, or agri-tourism development. We need to strategize to see which one we would be best suited for. First impressions might be a point of leverage to use in our application.

5. COMMENTS FROM THE PUBLIC

- Jacob Ormsby let the committee know about cityofgrantspass.com. Jacob and his wife have been working on this in their free time. The site has a map with filters to show various attractions and areas in Grants Pass.

6. COMMENTS FROM THE COMMITTEE

- A. Cycle Oregon is coming Sept. 15-16
 - They will not be coming into the City of Grants Pass this year. They will be going out to Indian Mary Park. They are looking for non-profits to support the event. They are

- also looking for restaurants and accommodations. They are bringing \$22,000 to give to non-profits as donations.
- There will be another walking survey held by Chamber. Colene requested that the committee thinks about what they would like to know from the merchants. The survey will be held in June.
- B. Battle of the Bones
- Mayor Fowler would like to see something similar to this event that is held in Central Point. Beer contest to see local breweries winning awards for their product.

NEXT MEETING: March 8, 2016 at 4:00pm in the Courtyard Conference Room

These minutes were prepared by Carlie Paulsen, Administration Department, City of Grants Pass.