

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – April 12, 2016 at 4:00 pm**  
**Courtyard Conference Room**

**Committee Members:**

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

**City/Staff/Council Liaisons:**

Darin Fowler (Mayor)  
Shonna Bouteller (City Council)  
Jon Bowen (Experience Grants Pass)  
Susan Seereiter (City Business Advocate)

**Guests:**

Germaine Cartmell

1. **INTRODUCTIONS**
  
2. **REVIEW/APPROVAL OF MINUTES (FEBRUARY 9, 2016) (no quorum for March)**

**MOTION/VOTE**

**Committee Member Bradley moved and Committee Member Grow seconded the motion to approve the minutes from February 9, 2016 as submitted. The vote resulted as follows: “AYES”: Committee Members Hochberg, Grow, Hopkins, Martin, Bushnell, Bradley, and Groves. “NAYS”: None. Abstain: None. Absent: Members Gotchall and Hamlyn. The motion passed.**

3. **Volunteer of the Year – Darin Fowler**
  - There will be three awards given – Volunteer of the Year, Volunteer Group of the Year, and Future Citizen of the Year.
  - The dinner will be held on July 14<sup>th</sup>.
  - The deadline for nominations is June 1<sup>st</sup>.
  - Applications can be found on the City website, at City Administration, or Darin has copies. He encourages nominations and all local volunteers are eligible.
  
4. **Tourism Report/Branding Strategies – Jon Bowen**
  - The logo is finished with the official tagline of “Live Rogue”. In general it has been well received.
  - Rogue Allure channel equipment has been received and will soon be launched.
  - Jon showed some of the new wayfinding and logo signs for vehicles.
  - The wayfinding signs will be at least a half block before the turn or location.

- Discussion of the new parking lot names and the plan to have COPA bring in art to match each animal name and how it will reinforce the brand for Tourism.
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**5. Downtown Marketing Promotion Strategies – Jon Bowen**

- H St Antique fair applied for a \$500 sponsorship for advertising. They usually get this once a year for marketing.
- The Committee had a discussion about changing the Antique Fair’s commercial as it is not the greatest at presenting the fair. Terry was able to get KOB Channel 5 on board to produce a commercial that will better represent the City and the Antique Fair for \$100.

**MOTION/VOTE**

**Committee Member Bradley moved and Committee Member Groves seconded the motion to approve the application from the H St Antique Fair for a \$500 advertising sponsorship.**

**The vote resulted as follows: “AYES”: Committee Members Hochberg, Grow, Hopkins, Martin, Hamlyn, Bushnell, Bradley, and Groves. “NAYS”: None. Abstain: None. Absent: Member Gotchall. The motion passed.**

- It was mentioned that when searching for tourism in Grants Pass online the Travel Grants Pass website is low on the google search list. The events held at the JO CO fairgrounds are also not being advertised. This will be worked on.
- Jon will work closely with the applicant on the H St Antique Fair on their marketing campaign.

**6. Comments/Updates from Committee Members**

- Darin requested a buy local campaign for next year using the new branding.
- Working on a welcome sign to go in front of Wheeler Toyota to match the other two signs made by the cohort of Ford Family Foundation.
- It was suggested to possibly move the sign at a later date to a closer spot to when the city limits start.

**7. Comments from the Public**

- None.

**NEXT MEETING: May 10, 2016 at 4:00pm in the Courtyard Conference Room**

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