

TOURISM ADVISORY COMMITTEE
Meeting Minutes – September 13, 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 - absent
Tina Gotchall - absent

City/Staff/Council Liaisons:

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

Guests:

Germaine Cartmell

1. INTRODUCTIONS

2. REVIEW/APPROVAL OF MINUTES (AUGUST 9, 2016)

A motion for the approval of the August 9, 2016 minutes was not put forward.

3. Tourism Report

- Visitors guide is complete and printed and each committee member received a copy.
- Two tests of the Rogue Allure system were done and they both failed. Charter is now on the same page and has ordered additional equipment. This should be ready come early October to have another test.
- Annual fiscal year report showed that Tourism is on track and ahead of schedule on most of the projects that were outlined.
- Jon let the committee know that there have been increases in traffic on the website.
- The hospitality program kicked off. The first training will be on October 12th.
- Art Along the Rogue is moving along, the new website and billboard went up.
- The new sign is up at the airport with the new branding.
- Working on producing videos to show events on the website. Events will include the various car shows, Art Along the Rogue, etc.
- Jon met with Josephine County Transit to discuss the trolley idea and the idea of having tour buses operated through the new bus terminal.
- The committee discussed options available to make the buses look more “cutesy”.
- The committee had a discussion on ways to not let the free service turn into a source of transportation for the transients.
- The idea of having the tourism spots pass out the tickets for the bus was put forward – validate the tickets for the buses.
- It was suggested to get local officials on the bus and use it as a means to “meet the mayor, meet the councilors” as well.

4. Event discussions/updates in Gladiolas Festival

- The Gladiolas Festival will be held on June 2nd and 3rd in the Fort Vannoy area.
- The main focus will be the gladiolus that will be planted but will include festival type atmosphere with food, music, etc.
- The idea of having kites is being considered.
- Mayor Fowler suggested that the lease holder can be contacted to have the overgrowth cut down before the festival.
- The committee discussed the gladiolas blooming times.

5. Comments/Updates from Committee Members

- A possible event for June 17, 2017 was brought to the committee. It will be a free porch event that has live music and is free to the public. Any donations would benefit a kids group.
- The Grants Pass Museum of Art is doing open studios – 24th and 25th of September – 23 artists.
- Councilor Lovelace let the committee know there is a lot of interest in mountain biking. There is a lot of BLM land available that can be looked at to use for trails.
- The committee was informed that the question of what happens when a motion is made in a committee has been addressed and motions and recommendations will go to council and be on the agenda moving forward.
- Mayor Fowler would like to see a white water park put on future radar for the committee.

6. Comments from the Public

- None.

NEXT MEETING: October 11, 2016 at 4:00pm in the Courtyard Conference Room

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