

TOURISM ADVISORY COMMITTEE
Meeting Minutes – October 11, 2016 at 4:00 pm
Courtyard Conference Room

Committee Members:

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

City/Staff/Council Liaisons:

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

Guests:

Germaine Cartmell
Renee Olmsted

1. **INTRODUCTIONS**
2. **REVIEW/APPROVAL OF MINUTES (AUGUST 9, 2016 AND SEPTEMBER 13, 2016)**

MOTION/VOTE

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

MOTION/VOTE

Committee Member Bushnell moved and Committee Member Bradley seconded the motion to approve the minutes from September 13, 2016 as submitted. The vote resulted as follows: “AYES”: Committee Members Hochberg, Grow, Bushnell, Bradley, and Groves. “NAYS”: None. Abstain: None. Absent: Members Hopkins, Martin, Hamlyn and Bushnell. The motion passed.

3. **Art Along the Rogue recap**
 - Jon gave the committee an update of First Friday live and Art Along the Rogue and let them know that there was a great turnout with a much higher attendance than last year. Jon was not able to give an accurate count on attendees but he said it “felt like 12,000 people over the course of the weekend”.
 - Jon let the committee know that there was one issue of a menacing person who was aggressively handing out materials on First Friday and at Art Along the Rogue. This will need to be discussed with Public Safety.
 - Art Along the Rogue made it into the paper.
 - Jon let the committee know that they changed their advertising methods up this year. They advertised in Medford and Ashland, up the coast, but put more focus on social media.

- One plan for next year is to have a separate culinary area for alcohol and food samples.
- This year they were able to broaden the age range of attendees.
- Jon gave an update on the portable murals. They had a hard time finding artists this year but are hopeful for next. They were able to get one piece of a glass blower. It will need to be completed but it looks great so far.
- Jon confirmed that they do reach out to the Colleges and put the word out for artists in the Rogue Valley.

4. Trolley topic (confirm specific parameters of use)

- Jon met the lady who runs the trolley in the Medford/Jacksonville area. She did say she would come to Grants Pass if it was lucrative enough.
- Josephine country transit is also interested but it would be a standard bus rather than a “trolley” and there would be more compromises to be made than if it was an outside vendor.
- The committee discussed that they would almost need an RFP on what they needed to bring to the various possible trolley options.
- The committee discussed the parameters that they would like to see.
- The committee decided that the time frame of May 1st – October 15th would work well for them.
- Friday-Saturday to start, possibly Thursday in the future if all goes well. Extra days can be added for special events.
- The committee discussed the timeframe of 3:00-10:00pm for pickup hours.
- The committee discussed a route that will need to be finalized in the future. The route options as of now include stops at the following locations: the Visitor Center, across the street from the Redwood Hotel, the Welcome Center, the intersection of 3rd and G, the intersection of 6th and H, the intersection of 6th and K, Hellgate, Park St, Riverside Park, and the intersection of 7th and G.

5. Tourism Report

- Jon let the committee know that they designed and debuted a new t-shirt design and tested it at Art Along the Rogue. Darin suggested that they offer some to the City Council to purchase.
- Jon let the committee know of a merchant meeting that will be on Wednesday October 26th in the Council Chambers.
- Jon is preparing to introduce a Christmas program to the local merchants. The program will be \$150 to participate in the “shop and win” contest. There will be two commercials that feature merchants who participate on a higher level in a story line that portrays the magic of Christmas. There will be 30 second versions for television and longer 2 minute versions for social media campaigns.
- Jon let the committee know that he is working on the parade.
- Jon let the committee know about the freelance travel writers that were hosted in Rogue Valley. They have already started writing about their experiences in Grants Pass and everything looks very promising. The committee discussed some of the benefits of the writers coming to the area.

6. Updates on June 2017 Event

- Barbara let the committee know that the Gladiolas Festival will need to be renamed as they will no longer have a focus on the gladiolas due to blooming times. There will still be balloons and kites and it will be held at the River Rogue Reserve. Darin suggested calling it an “Ag Festival”.
- The June Porch event is being worked on.
- The committee discussed the idea of the festival being for the waning/waxing of the moon, the beginning of a new season, “from the ground up”.
- The committee discussed the idea of asking the current tenant to consider growing some hops near where the festival will be held.

7. Comments/Updates from Committee Members

- Barbara let the committee know that they will need to turn in goals by the end of November for Goal Setting.
- Darin would like one of the goals to be getting music in the 5th and H area. While out of town visiting he came across “green mushroom caps” that were protected speakers. This would be a nice addition with themed music for different events. (50’s music for Back to the 50’s, Holiday music)
- Valerie mentioned that the bike committee is looking at long term goals in regards to getting trails extended and focusing on mountain biking as a point of reference for the committee.
- The committee discussed the Soccer complex that is being discussed for the fairgrounds.
- The new fairgrounds sign goes in on October 16th.

8. Comments from the Public

- None.

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

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