

TOURISM ADVISORY COMMITTEE
Meeting Minutes – February 14, 2017 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
Tina Gotchall - Absent
Sara Bristol

City/Staff/Council Liaisons:

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

Guests:

Germaine Cartmell
Caleb LaPlante

1. **INTRODUCTIONS** – Sara Bristol was introduced as a new member.
2. **REVIEW/APPROVAL OF MINUTES** (December 13, 2016). The January 2017 meeting was canceled.

MOTION/VOTE

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

3. **PowerPoint from Goal Setting**
 - Barbara shared the PowerPoint that she gave at the Goal Setting session. Councilor Lovelace spoke about mobile kitchens. The idea is to stop the vagrancy in the downtown area. They are working on the last stages.
 - Vintage Trailer Rally looks like it will happen around July 14. Jon Bowen will be putting this on along with Kathy Marshbank. There will also be trolley transport from the top of town down to Riverside Park.
 - Balloon Festival June 2-4 with music, vendors, art and food.
 - Porchfest, June 17, will occur on Washington/Lawnridge area.
 - Sports Complex Task Force is working on the soccer complex.
 - 5th Street Plaza between H and G streets on 5th at the Owl Lot.
 - Valerie mentioned the lighting of the storefronts downtown and the Spray Park that were also on the list.
 - The Mayor added that it has been really fun to see Tourism blossom and our community thriving.
 - The Bicycle Grand Prix will not be happening this year.

4. TOURISM REPORT

- Jon gave the Tourism report. He highlighted both December and January.
 - Shop, Dine and Win was very positive and a lot of happy winners.
 - December 22 Rogue Allure. Jon has a sponsor now as well. It should be up and running by the end of March.
 - Rally on the Rogue. He needs to finalize details with Lora from Parks & Community Development.
 - They are redesigning the tri-fold brochure in his office. Should be ready in time for the season.
 - Travel Southern Oregon is looking for a new director. Then they will be rebranding and hope to unveil it at the symposium.
 - First Friday Live is relaunching for the season in March. Cinco de Mayo will occur on first Friday so the weekend will be full of celebrations. In July, first Friday coincides with the Rally on the Rogue. Jon would like to plan something very festive to kick off the summer on July 7.
 - Merchant meeting is on the 23rd. The Mayor asked if the Council could be invited.
 - Caleb LaPlante spoke about it the Balloon Festival. He has met with a Balloon Meister and he is contacting balloon pilots. Should start seeing all the marketing via their new website and social media.
 - Jon is reaching out to national artists for Art Along the Rogue. There is also a big festival in Georgia at the same time as ours, the first weekend in October.
 - Planning for AATR is done entirely in house now.
 - The budget for next year is in place. 228k is the contract. 62k to run the Downtown Welcome Center operations and 100-120k to fund projects, brochures, advertising, events, supplies, and everything else. He is beginning to allocate funds and wanted to get some input from this committee.
 - Group discussed advertising outlets. Southern Oregon Magazine is a Bend-based publication that covers all of southern Oregon. The target demographic is mid 30s – mid 50s. Billboards are separate from print media. He didn't renew the current billboard location. AAA Travel Magazine might be a good investment. Jon will look into more outlets.
 - Jon talked about quarterly increases in growth.
 - He spoke with KOB1 about doing a few slots to promote tourism. Not sure if it is a good fit. They talked about other ideas.
 - Motels that are residential; can the City do something to have them change their signs since they are long-term stays.

5. COMMENTS / UPDATES FROM COMMITTEE MEMBERS

- None

6. COMMENTS FROM THE PUBLIC

- Caleb LaPlante mentioned Southern Oregon Wine Scene magazine.

Meeting adjourned at approximately 5:00 pm

NEXT MEETING: March 14, 2017 at 4:00 pm in the Courtyard Conference Room

Minutes prepared by Donna Anderson, City Administration