

TOURISM ADVISORY COMMITTEE
Meeting Minutes – January 3, 2022, at 4:00 pm
Ridge Room 108

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg - **Absent**
Tamara Bushnell
Wynniss Grow - **Absent**
Rebecca Anderson
Mandi DeVaglio
Tamra Martin
Kevin Hopper

City/Staff/Chamber/Council Liaisons:

Brian DeLaGrange (City Councilor)
Josie Molloy (Chamber Liaison)
James Conway (City Liaison)

Guest:

Tori Middelstadt – Visit Grants Pass
Griffyn Storm – Visit Grants Pass

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:02 pm.
2. **Introductions:** - Tori Middelstadt with Visit Grants Pass introduced her new employee, Griffyn Storm. Griffyn is the new marketing and communication coordinator for Visit Grants Pass. He is working on the website and consumer newsletter.
3. **Public Comment: None.**
4. **Approval of Minutes:**
 - a. Approval of minutes from December 6, 2022.

MOTION

Vice Chair Hopkins moved, and Member Anderson seconded the motion to approve the December 6, 2022, minutes as amended (correcting the roll call and counting Member Bushnell as present). The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Anderson, Bushnell, DeVaglio, Hopper, and Martin. “NAYS”: None. Abstain: None. Absent: Members Hochberg and Grow.

The motion passed.

1. **Work Session Items:**
 - a. **Elect 2023 Chair and Vice Chair for the Committee:**
 - Chair Bradley asked guidance on the process from Staff Liaison James Conway. James replied that anyone who wants to nominate a person can just say so, and the committee will vote.
 - Vice Chair Hopkins asked Chair Bradley if he is up to Charing again. Chair Bradley replied he will do it again. Vice Chair Hopkins nominated Chair Doug Bradley to be Chair of the committee for 2023. Member DeVaglio seconded that nomination.
 - Member DeVaglio nominated Vice Chair Terry Hopkins as Vice Chair for 2023 and she made a motion:

MOTION

Vice Chair Hopkins moved, and Member Anderson seconded the motion to reelect Doug Bradley as Chair. The vote resulted as follows: “AYES Chair Bradley, Vice Chair Hopkins, Members Anderson, Bushnell, DeVaglio, Hopper, and Martin. “NAYS”: None. Abstain: None. Absent: Members Hochberg and Grow.

The motion passed.

MOTION

Member DeVaglio moved, and Member Anderson seconded the motion to reelect

Terry Hopkins as Vice Chair. The vote resulted as follows: “AYES Chair Bradley, Vice Chair Hopkins, Members Anderson, Bushnell, DeVaglio, Hopper, and Martin. “NAYS”: None. Abstain: None. Absent: Members Hochberg and Grow. The motion passed.

b. Discussion what does a grant program look like:

- Chair Bradley mentioned that one of the goals that we are presenting is to run a grant program and to advise the City Council. He said that Staff Liaison Conway indicated that the structure is something that city staff will put together. Staff Liaison James Conway agreed and informed the committee that they will form a structure and bring to the committee for guidance and feedback.
- Vice Chair Hopkins wanted clarification on the usage of the TLT funds as being marketing and tourism promotion. City Council Liaison DeLaGrange said that there are two “pots” of monies, one for facilities and one for marketing, but he is not sure where the conversation is where the grant program is going to draw money from. Vice Chair Hopkins said that is a good conversation to have for clarity.
- City Council Liaison DeLaGrange said that there is another possibility for those facility funds that can be used by the city directly. The city has tourism facilities, so he can see the city potentially using some of the TLT monies themselves for tourism facilities directly instead of in grant form.
- **Committee Members and Staff: Visit Grants Pass:**
 - Tori informed the group that things are going well and excited to have Griffyn on staff. She said that the Holiday Tree Lighting had more people than last year and was a success. Tori said that they started their first consumer newsletter.
 - Staff Liaison Conway informed the committee that Fourth of July planning is underway having a food truck competition, fireworks, a concert, and a fun interactive softball game.
 - Vice Chair Hopkins requested to the City Staff Liaison if the committee can be provided the quarterly TLT report.
 - City Council Liaison DeLaGrange requested Chair Bradley to remind him of the three strategic goals they will recommend to City Council. He also informed the committee that the two Portland Loos will be installed in the springtime.
- **City Council Liaison:** None.
- **Chamber Liaison:** None.

2. Future Agenda Building for Next Meeting

3. Adjournment: 4:33 PM

Next scheduled meeting: February 7, 2023

Minutes prepared by James Conway, Staff Liaison