

TOURISM ADVISORY COMMITTEE
Meeting Minutes – February 1, 2022, at 4:00 pm
Ridge Room 108

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg
Tamara Bushnell
Wynniss Grow
Rebecca Anderson
Mandi DeIVaglio - absent
Vacant
Vacant

City/Staff/Chamber/Council Liaisons:

Brian DeLaGrange (City Councilor)
Josie Molloy (Chamber Liaison)
Darin Fowler (County Liaison) – Absent
Bradley Clark (Interim City Liaison)

Guest:

Tori Middlestadt, Travel Grants Pass
Curt Collins (City Councilor)

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:05 pm.
2. **Introductions:** None
3. **Public Comment:** None
4. **Approval of Minutes:**
 - a. Approval of minutes from December 7, 2021.

MOTION

Vice Chair Hopkins moved, and Member Bushnell seconded the motion to approve the December 7, 2021, minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Vice chair Hopkins, Members Hochberg, Bushnell, Grow and Anderson. “NAYS”: None. Abstain: None. Absent: Member DeIVaglio. The motion passed.

5. Work Session Items:

a. City Council 2022 Strategic Planning Update:

- Bradley Clark stated that City Council held their annual Strategic Planning workshop at the end of January. He distributed a 1-page summary of the adopted goals/objectives.
- Councilor DeLaGrange highlighted items relevant to the Tourism Advisory Committee, including creating a kayak whitewater park in the river, using Urban Renewal to redevelop the Redwoods Hotel and designating a portion of the lodging tax to fund projects and promotions.

b. Status of Committee Positions

- Chair Bradley noted the two vacancies on the committee and committee members voiced support for Council to fill those.
- Discussion took place around the advantages of designating a position on the committee for a G Street business and having a Josephine County representative.
- The committee asked to review the bylaws and Chair Bradley noted that elections for the Chair and Vice Chair would be held at the March meeting.

c. DMO Executive Director Tori Middlestadt

- Tori presented a PowerPoint touching on key points from the Travel Grants Pass 2022-2023 business plan that was presented to City Council on January 31st.

6. Information Sharing

- a. Items from Committee members and staff - none
- b. Items from City Council Liaison, County Liaison, Chamber Liaison
 - Bradley Clark reported that the Planning Commission recently approved a new 119-space RV park on Greenfield Road north of I-5 that will feature a swimming pool, a wine bar and café, and on-site storage lockers.
 - Josie Molloy announced the Chamber's Award Banquet will take place on March 11 and that nominations are being accepted online. She also mentioned the Packer Plant Company opened which sells plants and flowers and to support local merchants.

7. Future Agenda Building for Next Meeting:

- a. Election of Chair and Vice Chair
- b. One Rogue Valley (SOREDI Regional Initiative)
- c. Friends of Oregon Caves.

8. Adjournment:

- a. Meeting adjourned at 4:43 pm

Next scheduled meeting: March 1, 2022

Minutes prepared by Bradley Clark, City Staff Liaison