

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – February 4, 2020 at 4:00 pm**  
**Courtyard Conference Room**

**Committee Members:**

Doug Bradley (Chair)  
Terry Hopkins (Vice Chair)  
Barb Hochberg- Absent  
Tamara Bushnell  
Wynnis Grow  
Sara Bristol- Absent  
Damion Trovato - Absent  
Lany Sullivan  
Mandi DelVaglio

**City/Staff/Chamber/Council Liaisons:**

Susan Seereiter (City Business Advocate)  
Jon Bowen (Experience Grants Pass) Absent  
DJ Faszer (City Councilor)  
Josie Molloy (Chamber Liaison) Absent  
Darin Fowler (County Liaison)

**Guest:**

Germaine Cartmell     Charlie Fenix  
Rebecca Anderson     Bob Raper  
Jag McClintock         Bob Crouse

**1. Roll Call**

- a. Doug Bradley started meeting with roll call at 4 PM

**2. Introductions:**

- a. None

**3. Public Comment:**

- a. Rebecca Anderson shared that she will be stepping back from Southern Oregon Horse Racing. The equine industry is opening new opportunities for Grants Pass.

**4. Approval of Minutes:**

- a. Approval of minutes from January 7, 2020.

**Motion**

**Vice Chair Hopkins moved, and Member Sullivan seconded the motion to approve the January 7, 2020 minutes. The vote resulted as follows: “AYES”: Chair Bradley, Members Sullivan, DelVaglio, Bushnell, Grow and Vice-Chair Hopkins. “NAYS”: None. Abstain: None. Absent: Members Trovato, Bristol and Hochberg.  
The motion passed.**

**5. Work Session Items:**

**1. Balloon Festival Presentation**

- The Balloon Festival this year will introduce Fire Works and Monster Trucks to make for all weather activities. Josephine County Ag will have information booths with Hemp, and other ag related booths. Tourisms committee was encouraged that the event was still going on.
- Discussion about advertising and the distance people traveled was of interest to the tourism committee.
- The discussion about long term sustainability with the location was discussed and there are other options for the event to continue in other areas in proximity if the agreement with new owners doesn't work out.

- The event will take place May 30-June 1, 2020.
2. **Strategic Planning Update**
- Chair Bradley shared with committee the two action items that came from the committee during strategic planning.
  - Both were one-star item priorities: Food truck event in Autumn and Welcome Center Façade improvements.
  - Chair encouraged committee to focus on more check box items that can be achieved.
  - There was discussion that some of the tourism priorities were ongoing in the strategic plan such as the Plaza, and that even though that did not make it on the Top Priority list, it is still an ongoing priority from the previous goal setting year. Some goals take several years to achieve completion.
  - Chair Bradley talked about networking with other city departments to support the ongoing efforts and tasks.
3. **Committee goals into action**
- Chair Bradley discussed the idea of a “Tourism Award” by mentioning that there is no award like that given at the Chamber Banquet. Some cities have what’s called a tourism moment such as Active Club putting on Boatnik for the past several years and the visitors that they bring in from an event such as that.
  - The Fairground was discussed and the benefits that a convention center could bring to the area. The fairground is currently going through a master plan.
  - Chair Bradley would like to see a demonstration of the Experience Grants Pass website and break everything down where the information comes from and how advertising is being used.
  - Vice Chair Hopkins asked about the budgeting for the façade improvements for the Welcome Center and asked if that was now a check box item.
  - Commissioner Fowler mentioned that the fiscal year for budgeting doesn’t start until July 1<sup>st</sup>.
  - Councilor Faszler also mentioned that there was pre-planning in the works for both the food Truck event and the Welcome Center improvements.

#### **Motion**

**Vice Chair Hopkins moved, and Member Sullivan seconded the motion to recommend Council review Committee’s request for additional support for city services for event set up and take down facilitation and infrastructure. The vote resulted as follows: “AYES”: Chair Bradley, Members Sullivan, DelVaglio, Bushnell, Grow and Vice-Chair Hopkins. “NAYS”: None. Abstain: None. Absent: Members Trovato, Bristol and Hochberg. The motion passed.**

## **6. Information Sharing:**

1. Susan shared with the committee that DMO Proz is the company that will be auditing Experience Grants Pass for the PAVE audit.
2. Vice-Chair mentioned that it is still important to acknowledge one of the goals that tourism committee brought forward that did not get traction was the help needed for City run events that Jon is putting on and the need for more assistance so he doesn't have to be the one who is actually putting up the lights on the Christmas tree.
3. Councilor Faszler brought up the conversation that came up at strategic planning that there needed to be more communication between the committees and the Council. When motions are made, it is encouraged that Chair or other committee members can come to talk before the council and present and field questions.
4. Councilor Faszler shared that there was food trucks that participated at Riverside Park over the summer as a pilot project. The feedback from vendors was positive and he would like to explore more options.
5. TMB is now referred to Grants Pass Downs. Improvements are in full swing at the Fairgrounds.
6. Member Sullivan shared that YMCA is looking at exploring sporting events and would like a representative to come a future meeting.
7. Chair Bradley announced he will no longer be the General Manager at Holiday Inn Express, he has accepted a position as Director of Sales and Marketing for the company. He will still be involved with all the Grants Pass activities he is currently involved in. He is not sure where his office will be but it will be in Grants Pass covering Roseburg to Medford.
8. Councilor Faszler wants to get Food Truck event back in front of City Council.
9. Commissioner Fowler shared the SORDEI implementation plan and that the County is working with FAA to extend the Grants Pass airport runway. Don't think that a business is too big to need assistance from government. Working on retention of existing businesses.

## **7. Future Agenda Building for Next Meeting:**

- a. TID – County Lodging Tax
- b. Movie Ordinance for City
- c. Mike Dennis from Dutch Bros

## **8. Adjournment:**

- a. Meeting adjourned at 5:03 pm

**Next scheduled meeting: Tuesday, March 3, 2020 at 4:00 pm.**

*Minutes prepared by Susan Seereiter, City Staff Liaison.*