

TOURISM ADVISORY COMMITTEE
Meeting Minutes – February 7, 2023, at 4:00 pm
Ridge Room 108

Committee Members:

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

City/Staff/Chamber/Council Liaisons:

Brian DeLaGrange (City Councilor)
Josie Molloy (Chamber Liaison) - **Absent**
Vacant (County Liaison)
James Conway (City Liaison)

Guest:

Alice Jones– Visit Grants Pass
Griffyn Storm – Visit Grants Pass

1. **Roll Call:** Vice Chair Hopkins started the meeting and took roll at 4:02 pm.
2. **Introductions:** - Alice Jones with Visit Grants Pass gave an update on alternative lodging and creating the process in forming a Main Street Grants Pass. Griffyn Storm updated the committee on website updates, consumer newsletter, and the visitor guide that will be distributed across the State.
3. **Public Comment: None.**
4. **Approval of Minutes:**
 - a. Approval of minutes from January 3, 2023.

MOTION

Member Anderson moved, and Member DeVaglio seconded the motion to approve the January 3, 2023, minutes as presented. The vote resulted as follows: “AYES”: Vice Chair Hopkins, Members Anderson, Bushnell, DeVaglio, and Hochberg. “NAYS”: None. Abstain: None. Absent: Chair Bradley, Members Grow, Martin, and Hopper. The motion passed.

- **Work Session Items:**
 - a. **Discussion about creating a sub-committee to engage organizations:**
 - Vice Chair Hopkins asked if this sub-committee ties into the TLT Sustainable Grant. Staff Liaison James Conway answered that it does tie in a little bit, but Chair Bradley asked to put this on the agenda so the group can discuss about outreach and engaging with organizations for tourism type of activities and events.
 - Vice Chair Hopkins asked the staff liaison if Chair Bradley was hoping that the committee would form a sub-committee today. Staff Liaison James Conway suggested that it is just a discussion and that possibly there should be more members present before formalizing a sub-committee at this meeting.
 - b. **Review the Sustainable Tourism Grant Application**
 - Vice Chair Hopkins asked for clarification on having two committee members being a part of the review team and about what the cycle would look like.
 - Staff Liaison James Conway clarified that the cycle is once a year and that two members of the Tourism Advisory Committee would be on the review team that helps filter out and approve applications.
 - Staff Liaison James Conway mentioned that this grant structure is based on research and other cities like Ashland and Tillamook. Member DeVaglio

suggested that the grant cycle should be twice a year for the ease of planning events. Staff Liaison James Conway asked the committee about what they think about the minimum grant being \$5,000. City Council Liaison DeLaGrange asked if this is just for advertising. Staff Liaison James Conway replied yes.

- Member Hochberg asked, how does this grant get out to the community? Staff Liaison James Conway said that this will need a community engagement campaign, so it would be on the city website, and that we have an information coordinator that he will work with to let the community know about this grant opportunity.
- Alice Jones asked if these funds are available for events outside the city. Staff Liaison James Conway answered that its available for events inside the city limits, but there is a grey area and will need to be discussed further and the city attorney will need to be consulted.
- Vice Chair Hopkins asked if they need a formal motion to accept this. Staff Liaison James Conway answered that no formal motion is needed, they are just seeking guidance and input from the committee to formalize the Sustainable Tourism Grant Application. He also asked if they are recommending the minimum grant award to be \$2,500.00. The committee answered yes. He reviewed the collective input from the group and asked for confirmation for clarity and accuracy.
- The committee agreed that the applicant needs to strongly state the sustainability aspect (example a 3-plan), a two-cycle grant process and needs clarification on the boundaries of where the TLT funds can be spent.

Committee Members and Staff:

- Staff Liaison Conway informed the committee on 4th of July planning and Downtown Merchant meetings.
- **City Council Liaison:** Councilor DeLaGrange updated the committee on strategic planning and that there is not much on the priority list for tourism related goals, except the creation of a plaza downtown. He also mentioned that the Urban Renewal Agency priority list included how to renovate upstairs spaces downtown and downtown lighting, streetscapes, and restrooms.
- **Chamber Liaison:** None.
- **Future Agenda Building for Next Meeting**
 - **Review the Grant Application**
 - **Committee Goals 2023 and Quarter 2 TLT report Review**
- **Adjournment:** 4:40 PM

Next scheduled meeting: March 7, 2023

Minutes prepared by James Conway, Staff Liaison