

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

**Committee Members:**

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

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

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

**Guest:**

Tori Middlestadt, Travel Grants Pass (remote)  
Bob Schaller

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:03 pm.
2. **Introductions:** None
3. **Public Comment:** Bob Schaller discussed banners across 6<sup>th</sup> and 7<sup>th</sup> Streets. He noted that ODOT rules govern the display of banners but the City issues the permits. He is concerned about how the rules are being interpreted and that it is hurting economic development, small businesses, and tourism. He feels the City is unfriendly to entertaining the display of signs. Chair Bradley asked what constitutes an “endorsement” of an event, which is one of the requirements. Bob feels there is inconsistent interpretation and businesses and nonprofits would benefit from a review of the policy. He wanted to inform the Tourism Advisory Committee of the issue and seeking their endorsement to approach the City about revising the banner policy. He also would like to see banners that are mounted on street light poles be allowed in the city limits. Councilor DeLaGrange informed the committee that Council would eventually make the policy decision and that Council was recently informed about a change in ODOT policy. Vice Chair Hopkins recommended moving the topic to a work session item.
4. **Approval of Minutes:**
  - a. Approval of minutes from February 1, 2022.

**MOTION**

**Vice Chair Hopkins moved, and Member Hochberg seconded the motion to approve the February 1, 2022, minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Vice chair Hopkins, Members Hochberg, Grow and Anderson. “NAYS”: None. Abstain: None. Absent: Member Bushnell.**  
**The motion passed.**

5. **Work Session Items:**
  - a. **Election of Chair and Vice Chair: (this item was moved below discussion of the review of new member applications)**
    - Vice Chair Hopkins nominated Doug Bradley for Chair. Second by Member Anderson.
    - Member DeIVaglio nominated Vice Chair Hopkins for Vice Chair. Second by Member Grow.

**b. Recommendation to City Council for Open Committee Positions**

- Chair Bradley noted there were 6 applications for 4 open positions. He did a brief summary of each application.
- Vice Chair Hopkins clarified he did not submit an application but voiced his interest in continuing to serve on the committee. He also gave his recommendation to re-elect the current 4 committee members and also supported Tamra Martin and Kevin Hopper for the vacant positions.
- Bradley Clark stated that Resolution No. 3180, adopted December 3, 1990, established the Tourism Advisory Committee and did not place any geographic limitation on membership.
- Chair Bradley recommended that current committee members Bradley, Hochberg, DelVaglio and Hopkins remain on the committee. A hand vote was taken and was unanimous.
- Chair Bradley read the names of the other 6 applicants and asked for any support or preferences from the committee. The committee took a hand vote unanimously supporting Kevin Hopper and Tamra Martin and recommended them for approval to City Council.

**c. Review of Committee Bylaws / Potential New Positions**

- Item skipped.

**d. Discussion/Update re. Destination Ready Initiative**

- Chair Bradley introduced Tori Middelstadt and said she is taking the lead on the Destination Ready project.
- Tori stated that Destination Ready is a geographic assessment of the visitor industry and attractions and amenities that can help to improve the industry. She said the State awarded 13 grants throughout Oregon and 3 of the 13 communities are in Southern Oregon – Grants Pass, Illinois Valley and Roseburg.
- Tori said 2 of the 3 Destination Ready committee meetings have taken place and there have been positive discussions. They are working with a “hub and spoke” model to determine areas for tourism improvement in the region.
- Tori said the committee has briefly discussed future use of the lodging tax funds that the City retains which do not go to the DMO. There may be direct investments the City can make with those funds and recommendations could go through TAC.
- Chair Bradley said that identifying tourism assets was a goal recommended by TAC to Council. We should identify shovel-ready programs to help qualify for grants. He suggested this topic as a future agenda item.
- Vice Chair Hopkins said he got a reply from a person involved with the Gold Hill Whitewater Park and he read the e-mail to the group. The conversation about a future whitewater park continues in Gold Hill in preparation as a site for the 2028 Olympic whitewater events. No work is being done now. The Gold Hill contact said his opinion is that it is not viable to have another whitewater park in the region.
- Councilor DeLaGrange asked what the final Destination Ready product is expected to be. Tori stated the final product is a prioritized list of fundable tourism-related projects that can help improve the community. The State also provides training to help find funding

streams. Tori said she would send materials from the first two Destination Ready meetings to this group.

- Tori gave a brief update on Travel Grants Pass Executive Director and Board activities.

## **6. Information Sharing**

- a. Potential promotional video by CGI Digital – Bradley Clark noted that the City received an invitation from CGI Digital, a video production company that is endorsed by the National League of Cities, to produce pro bono short promotional/marketing videos highlighting City businesses and amenities. He and the City Manager will hold a conference call with the CGI Digital Vice President next week to learn more about the opportunity. If the City decides to
- b. Items from Committee members and staff – Bradley said there are two Economic Development Division jobs coming up. The Economic Development Specialist position is currently open. The City Council is anticipated to approve a new Economic Development Manager position at tomorrow night's meeting.
- c. Items from City Council Liaison, County Liaison, Chamber Liaison
  - Vice Chair Hopkins stated he was selected for the Caveman Plaza Task Force. He said he hopes work on the 5<sup>th</sup> Street Plaza would be incorporated into the task force.

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

- a. One Rogue Valley (SOREDI Regional Initiative)
- b. Friends of Oregon Caves
- c. Lodging Tax funding – identify specific projects and make recommendations about shovel-ready projects to City Council

## **8. Adjournment:**

- a. Meeting adjourned at 4:52 pm

**Next scheduled meeting: April 5, 2022**

*Minutes prepared by Bradley Clark, Interim Staff Liaison*