

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

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair) - **absent**
Barb Hochberg
Tamra Martin
Rebecca Anderson
Mandi DeLVaglio
Wynniss Grow
Kevin Hopper
Vacant

City/Staff/Chamber/Council Liaisons:

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

Guest:

Tori Middelstadt

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:00 pm.
2. **Introductions:**
3. **Public Comment: None.**
4. **Approval of Minutes:**
 - Approval of minutes from February 7, 2023.

MOTION

Member DeLVaglio moved, and Member Anderson seconded the motion to approve the February 7, 2023, minutes as presented. The vote resulted as follows: “AYES”: Chair Bradley, Members Anderson, Martin, DeLVaglio, Hochberg, Grow, and Hopper. “NAYS”: None. Abstain: None. Absent: Vice Chair Hopkins. The motion passed.

- **Work Session Items:**
 - a. **2023 goal review:**
 - Chair Bradley requested a copy of the goals. Staff Liaison Conway gave a brief review of the Sustainable Tourism Grant.
 - Chair Bradley asked for an update on the Dollar Mountain project. Tori Middelstadt gave an update that included flagging activities and Parks and Rec is applying for a grant to help develop the trails on the BLM land on Dollar Mountain.
 - Council Liaison DeLaGrange advised committee that there needs to be more discussion on other features on Dollar Mountain.
 - Staff Liaison Conway updated committee on the Parklet Program that is being developed.
 - **Review applications for three open seats for committee:**
 - Chair Bradley open the floor for comments and moved to retain Members Grow and Anderson. He also moved to recommend to Council Michael O’Coynne to fill the vacant committee seat. He added that Michael seemed to know exactly why he wanted to be on the committee and knows what he can contribute.
 - Member DeLVaglio read Michael’s application out loud to the committee after Council Liaison DeLaGrange requested.
 - Member DeLVaglio read out loud the other applications for the committee as well.

MOTION

Chair Bradley moved, and Member Martin seconded the motion to recommend to City Council to retain Wynniss Grow, Rebecca Anderson and add Michael O'Coynne to the Tourism Advisory Committee. The vote resulted as follows: "AYES": Chair Bradley, Members Martin, DelVaglio, Hochberg, and Hopper. "NAYS": None. Abstain: None. Absent: Vice Chair Hopkins.
The motion passed.

- **Subcommittee to identify/engage organizations:**
 - Chair Bradley stated that this is an idea. We want to make sure that anybody that can put "heads in beds" is being reached out too. He added that he will reach out to the BMX track and see how we can help them organize larger events.
 - Member DelVaglio asked if there is a "data base" of events in our community and Member Martin answered by saying that the Chamber has one.
 - Staff Liaison Conway mentioned to the committee that once the Sustainable Tourism Grant is approved that the city will provide active outreach to promote this grant.

Committee Members and Staff:

- **Visit Grants Pass:** Tori gave an update and said things are going well, and they invested in cell phone tracking data. The data can be targeted and efficiently using ads.
- Tori said that occupancy is down, and we are comparable to other Southern Oregon Counties.
- **City Staff:** Staff Liaison updated the committee on First Friday and how Visit Grants Pass did a great job on producing a walking map of participating merchants.
- **Committee Member:** Member Grow updated the committee on the upcoming Horse Racing Season.
- **City Council Liaison:** Council Liaison DeLaGrange mentioned that the committee is doing great on their 2023 goals and many items are about to be checked off the list. He said that the committee is doing a great job.
- Council Liaison DeLaGrange updated the committee on the Downtown Welcome Center as well.
- Chair Bradley asked about who the County Liaison will be and that they will reach out to the County to see who wants to be the liaison.
- **Chamber Liaison:** None.
- **Future Agenda Building for Next Meeting**
 - **Discussion on Dollar Mountain**
 - **Parklet Program**
- **Adjournment:** 4:50 PM

Next scheduled meeting: April 4, 2023

Minutes prepared by James Conway, Staff Liaison