

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

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg -Absent
Tamra Martin
Rebecca Anderson - Teams
Mandi DeLVaglio
Wynnis Grow - Absent
Kevin Hopper
Michael O’Coyne

City/Staff/Chamber/Council Liaisons:

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

Guest:

Dana Pearce (Economic Development Manager)
Mark Trinidad (Planning Manager)
Mayor Sara Bristol (Mayor of Grants Pass-substitute
City Council Liaison)

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 March 7, 2023.

MOTION

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

- **Work Session Items:**
 - a. **Parklet program overview:**
 - Staff Liaison Conway introduced the Planning Manager, for the City of Grants Pass, Mark Trinidad.
 - Mark Trinidad mentioned that this program is a onetime pilot, and parklets will be seasonal. He added that his presentation is a draft. Mark mentioned that it is only eligible for businesses in the Central Business District and will be for public or private usage.
 - This will be awarded by first come, first serve basis and will be on going with no deadline. Mark mentioned that it is up to the business owner to build and maintain the parklet and the city reserves the right to remove the parklet at any time.
 - Member DeLVaglio asked Mark, how much does the example presented cost and are the awards substantial enough to cover the costs? Mark responded by saying it ranges from 1,000 to 3,000 dollars (according to researching other municipalities). Mark said that there will be standards like signage, colors, etc.
 - Vice Chair Hopkins asked about safety guidelines. Mark responded that there is nothing like concrete barriers in the guidelines but noted that it is good to have these safety guidelines.
 - The committee discussed and emphasized safety and esthetics should be essential to the program and review process. Mark said there will safety, ADA guidelines and can be removed easily.

- Vice Chair Hopkins commented that during Covid, Parklets were available on 6th as well as G. Staff Liaison Conway mentioned that ODOT will not allow parklets on 6th. Vice Chair Hopkins suggested during the outreach, to make that transparent so there is no confusion.
- Vice Chair Hopkins mentioned that OLCC lead time on special permits are long (approximately 6 weeks), so getting this program out and ready is important.

b. Staff presentation – Sustainable Tourism Grant:

- Dana Pearce presented summary information on the revisions of the Sustainable Tourism Grant. She mentioned that for profit organizations will be included, and there was a question of having a match being required or not. She continued the summary of topics that City Council mentioned to revise.
- Dana Pearce presented the pros and cons of each topic for the committee. She talked about the changes made per the committee and Council feedback.
- Dana asked for feedback on the topics discussed.

c. Committee discussion and feedback:

- Chair Bradley said that it would be fine for the City Council to have the final say on the grants and if it needs to be adjusted (after the first year) then it can.
- Member Hopper asked if there is a definition on the subcommittee that will be reviewing the grant. Dana responded by saying that there will be three staff members and two appointed committee members (TAC). Member Hopper suggested to have a DMO (Visit Grants Pass) member on the subcommittee as well.
- Vice Chair Hopkins asked if there was a decision on if it was a rolling open season or had deadlines. He shared his concern about extending the timeline if it was a rolling open season and trying to get everyone schedules together. Dana presented the pros and cons so the committee can discuss if there should be an open season or a deadline.
- Member Martin stated that a deadline would be more efficient siting other grant applications having deadlines. She added that having one or two doesn't matter but having a deadline helps the event planners applying to be more efficient and effective with their time. Chair Bradley agreed.
- Member Hopper said he likes having two deadlines as it adds to the seasonal nature of events. Member Hopper also mentioned that he likes having the DMO at the "table," so there is an expert (on tourism) in the room.

d. Dollar Mountain discussion:

- There is no new information and the committee had nothing to share on this subject matter at this time.

Committee Members and Staff:

- **Visit Grants Pass:** none.
- **City Staff:**
- **Committee Member:** Chair Bradley introduced the newest Tourism Advisory Committee (TAC) member, Member Michael O'Coynne. He shared some things about himself and his background in marketing and he is a long-time member of the community.

- **City Council Liaison:** Mayor Sara Bristol shared that the Council will be concerned about the safety issues and make sure that Staff includes safety design standards into the Parklet program.
 - **County Liaison:** Chair Bradley mentioned he is reaching out to get a County Liaison to attend the meetings.
 - **Chamber Liaison:** Josie Molloy shared that the Chamber's is getting ready for the Wine Stroll (May 13th) and there will be 23 locations. They will bring back Lemonade Day (August 4th) and there will be approximately 300 stands.
 - Josie informed the committee that the BR&E (maybe spell this out) surveys and data is ready, and the Chamber will be hosting a breakfast May 2 to release the results.
- **Future Agenda Building for Next Meeting**
 - **Adjournment:** 4:50 PM

Next scheduled meeting: May 2, 2023

Minutes prepared by James Conway, Staff Liaison