

TOURISM ADVISORY COMMITTEE
Meeting Minutes – April 5, 2022, at 4:00 pm
Ridge Room 108

Committee Members:

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

City/Staff/Chamber/Council Liaisons:

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

Guest:

Tori Middelstadt, Travel Grants Pass
Colleen Padilla, SOREDI

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:04 pm.
2. **Introductions:** New members – Tamra Martin from the Fair Grounds and Kevin Hopper from Dutch Bros.
3. **Public Comment** – none
4. **Approval of Minutes:**
 - a. Approval of minutes from March 1, 2022.

MOTION

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

5. Work Session Items:

a. Update: Colleen Padilla (SOREDI)

- Colleen Padilla provided an update on 1 Rogue Valley Strategic Plan tourism related activity. Focus is on funding mechanism(s) to increase travel to Southern Oregon. Initiatives include deepening partnerships, leveraging regional arts and culture industry, growing regional outdoor recreations sports and “Agro” tourism industries (food and wine).

b. Review Committee Bylaws: Chair Bradley requested City Staff provide the bylaws to the committee for review at the next meeting, May 3rd. **Item was postponed.**

c. Tori Middlestadt: Update

- Tori briefly updated committee on the Destination Ready Program, Grant for a RARE volunteer, White Water Park Feasibility Study, Dollar Mountain Trail, growing local food ingredient sources (sourcing local).

d. Caveman Plaza Task Force: Update

- Brad updated the committee; Staff is working on budgeting and financing numbers to present and recommend being a work session item in July meeting.

- e. **Committee: Member Hopkins asked about an update on Parklet Survey**
 - Brad stated that response rate was low out of 750 total sent out, approximately 48 responded (30 residential, 18 commercial).
- f. **Staff: Brad update on Banners of 6th and 7th Street**
 - Brad stated that he had an update regarding Bob Schaller public comment of how rules are being interpreted. ODOT is taking back full jurisdiction for banner permit requests over 6th and 7th streets.

6. Information Sharing

- **Chamber of Commerce:**
 - Josie Molloy updated committee on Chamber's Newsletter, Wine Stroll Event and the Chamber is producing candidate forms for the open seat for the election (Josephine County Commissioner).
- **Fair Grounds:** Member Martin announced the Rogue Round Up and BBQ Competition coming up.

7. Future Agenda Building for Next Meeting:

- a. Review Committee Bylaws

8. Adjournment:

- a. Meeting adjourned at 5.01 pm

Next scheduled meeting: May 3, 2022

Minutes prepared by James Conway, Staff Liaison