

TOURISM ADVISORY COMMITTEE
Meeting Minutes – April 6, 2021 at 4:00 pm
City Council Chambers

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg
Tamara Bushnell
Wynniss Grow
Rebecca Anderson
Lany Sullivan
Mandi DeIVaglio

City/Staff/Chamber/Council Liaisons:

Susan Seereiter (City Business Advocate)
Rob Pell (City Councilor) Absent
Josie Molloy (Chamber Liaison) Absent
Darin Fowler (County Liaison)- Absent

Guests:

Sue Densmore (by phone)
Kendra Lellis, Randy Evers, Mike Thiessen

1. **Roll Call:** Chair Bradley started the meeting at 4:02 and took roll
2. **Introductions:** None
3. **Public Comment:**
 - Sue Densmore, Executive Director for Friends of Oregon Caves. She offered to give a future presentation on what's happening at the Oregon Caves and Chateau updates. Plans to reopen Chateau in 2023. The Monterey Furniture for Chateau is currently housed for renovation and repurposing in new location at 223B NW Hillcrest and invited all to come visit.
4. **Approval of Minutes:**
 - a. Approval of minutes from March 2, 2021.

MOTION

Member Sullivan moved, and Member Grow seconded the motion to approve the March 2, 2021 minutes, as submitted. The vote resulted as follows: "AYES": Chair Bradley, Vice Chair Hopkins, Members Hochberg, Anderson, Grow, Bushnell, Sullivan and DeIVaglio. "NAYS": None. Abstain: None. Absent: None.

The motion passed.

5. **Work Session Items:**
 - a. **Grants Pass Downs/TMB Racing/Flying Lark Venue**
 - Randy Evers started the presentation off with horse-racing information.
 - Currently, there are 120 horses on the grounds.
 - May 10th is opening day of racing.
 - Committee questioned use of River Road Reserve, response: that will be dependent on the future success of horse racing.
 - There is a need for more real estate as the lease with County has limitations.
 - GP Downs is working on challenges with parking at the fairgrounds since there are many events going on simultaneously.
 - There is a re-zoning request that will be going before City Council for approval on April 7th.
 - TMB is working closely with there neighbors including YMCA and residents adjacent to the Fairground properties.
 - Member Sullivan questioned about traffic. Traffic is a concern any time of day and does not change with any future plans.

- They are doing all they can to mitigate traffic such as adding traffic lights on Pansy Lane and encouraging people to use the highway instead of Redwood Avenue.
- There is a need to extend the track and regional championships will be able to use the track once it's extended.
- Mike Thiessen shared logo information about Flying Lark including plans for a restaurant, sports bar, multi-faceted entertainment, and gaming area.
- He mentioned it will be a multi-level tax generator.
- Currently there are 30-40 construction workers on the site daily and 60+% are local workforce.
- There is expected to be 200+ jobs once the venue opens.
- This will be the largest single private development in Grants Pass \$25M in development costs.
- There will be self-sustaining safety implementation to mitigate any concerns with over-taxing public safety.
- Opening plans are for October 1, 2021.

b. DMO Starter Board

- Board is currently seeking applicants to fill out the board.
- Deadline to apply is April 16th, however, that may be extended.
- Board is working through the draft contract with attorneys and Council.
- There is another presentation with Council on April 19th.
- Discussion continued about the funding of the DMO Director and how the funds were to be allocated.

MOTION

Vice Chair Hopkins moved, and Member Sullivan seconded the motion to recommend that Council give at least 35% of tourism funds to the Destination Marketing Organization (DMO). The vote resulted as follows: "AYES": Chair Bradley, Vice Chair Hopkins, Members Hochberg, Anderson, Grow, Bushnell, Sullivan and DeVaglio. "NAYS": None. Abstain: None. Absent: None. The motion passed.

6. Information Sharing

- Vice Chair Hopkins shared that state metrics have changed and the County will not be moving into extreme risk.
- Member DeVaglio asked for another brainstorming session to share more ideas.
- Vice Chair shared the validity and importance of this committee. He gave the example that Tourism committee recommended 2% lodging tax increase; however, Council went with 3% increase.

7. Future Agenda Building for Next Meeting:

- One Rogue Valley (SORED) Regional Initiative)
- Dutch Bros. – Mike Dennis
- Brainstorming session with committee
- Friends of Oregon Caves.

8. Adjournment:

- Meeting adjourned at 5:03 pm

Next scheduled meeting: April 6, 2021

Minutes prepared by Susan Seereiter, City Staff Liaison