

**PAVE COMMITTEE**  
**Tourism and Downtown Services**  
**Meeting Minutes – April 23, 2019 at 4:15 PM**  
**Courtyard Conference Room**

**Member Attendance:**

Tyler Flaming (Chair & City Council President)  
Valerie Lovelace (Vice Chair & City Councilor) -  
Absent  
Dwight Faszler (City Councilor) – Absent  
Clint Scherf (City Councilor)  
Gordon Langenbeck  
Trevor Yarrish  
Sara Bristol  
Ward Warren

**Staff/Liaison/Other:**

Jay Meredith (Finance Director)  
Lora Glover (PCD Director)  
Susan Seereiter (Business Advocate)  
Jon Bowen (Contracted Tourism Director)

**Guests:**

Germaine Cartmell, Citizen

**1. Roll Call:**

- Chair Flaming opened the meeting and took roll.

**2. Introductions:**

- Germaine Cartmell, Citizen
- Jon Bowen, Founder of Experience Grants Pass

**3. Public Comment:**

- None.

**4. Approval of Minutes:**

- The minutes from April 9, 2019 were not discussed.

**5. Action Items:**

**a) Review draft scope of the Travel-Tourism and Downtown Services project and provide further input on project scope from various project stakeholders.**

- Chair Flaming stated that the focus of today's meeting was to go over the scope.
- There was discussion about the next meeting date.
- Jay stated that the date was up to the committee, but if they can finalize the scope today, it would be forwarded to council for their review, and then put out to bid. Once it is out to bid, they can meet when proposals are ready to review.
- The committee chose Thursday, June 6<sup>th</sup> at 4:15 PM for their next meeting.
- Chair Flaming began the process of reviewing the scope:

**1) Tourism Promotion Services**

**I. Use of internet and social media in Tourism Promotion**

- Chair Tyler opened the floor for comments.
- There was discussion about expanding the language in this paragraph to include the evaluation of the percentage of the budget being used in advertising via the internet and social media.
- Jay stated he will make that more clear.

**II. Internet and Traditional Advertising**

- The committee concluded that they covered this paragraph in the previous topic discussion.
- There are no changes.

**III. Review all program expenditures**

- Member Langenbeck asked about the sources of revenue.
- Jay stated that 100% of the revenue for this program comes from the Lodging Tax.
- He stated that some special events managed through the contract receive revenue from sponsorships and other sources, but the City doesn't receive those funds.
- Chair Flaming asked if Rogue Allure received funds from the Lodging Tax.
- Jon Bowen stated no, it is a separate partnership between the Douglas County Board of Realtors and Experience Grants Pass and hasn't generated any income at this time.
- There was discussion about how Rogue Allure advertises for local businesses to showcase what the region has to offer. For example, rafting, fishing, golf and wineries.
- The discussion continued about its potential for profit. Sponsorships are used to sustain the channel's production costs and any profits it might generate would go directly back into its upkeep.
- Jon Bowen suggested that Rogue Allure shouldn't be included in the scope of this project. He gave a brief history on how he started Rogue Allure and how it was added as an addendum to his contract with the City.
- He stated that the reason it has not happened yet is because he does not have the resources at this time.
- There was discussion about Jon's workload and whether it was relevant in determining the scope of this project or if it was outside the purview of the committee.
- The discussion continued about who would own Rogue Allure if Jon's contract was not renewed. Member Warren noted that these details are laid out on page two of Jon's contract.
- They discussed whether the Rogue Allure service should be included in the scope.
- Jay stated, for the record, that when they hire a contractor to review these areas, all committee members and staff will have an opportunity to present any concerns or questions.
- He stated that the current draft scope does require the contractor to provide a very thorough review of the contract for services, and to analyze it for any inefficiencies.
- There was a consensus among the committee that if Rogue Allure is a part of the contract then the contractor needs to review it.

#### **IV. Staffing and Delivery of Services**

- Jay summarized this section, stating that they are asking the contractor to review the entire contract and see if services are being delivered efficiently and if there are ways to modify the contract to better meet the needs of the contractor and the City.
- He suggested making the language clearer by saying "review and analyze the Travel/Tourism contract for services..."

- There was discussion about specifying what services are being provided and determining if they are getting value and efficiency from the contract.
- They discussed the pros and cons of adding language that would require the contractor to compare Grants Pass services to what other communities are providing.
- Jay suggested changing the last sentence to something like “review the Travel/Tourism contract for services, review performance under the specific requirements of the contract for efficiency or effectiveness.”
- Chair Flaming asked if there were any objections to Jay’s suggestion.
- The consensus among the committee was no.

**V. Chamber of Commerce Contract**

- Jay provided a summary of the relationship between the City and the Grants Pass Chamber of Commerce.
- He stated that the majority of the City’s budget goes towards the contract with Experience Grants Pass. Their contract with the Chamber is approximately \$65,000. These funds are for the operation of the Northside Visitors Center, where the Chamber is located.
- The Chamber also provides a lot of activities that directly relate to Tourism and Promotion.
- Chair Flaming shared that the Chamber owns the building, but the City owns the land and they lease it to the Chamber for \$1 per year.
- Jay stated that he believes they are required to report their expenses to the City annually.
- Member Yarrish asked if the City receives revenue from the Chamber. Jay stated no.
- They discussed whether an evaluation of the Chamber should be included in the scope.
- Chair Flaming reminded the committee that everyone will have a chance to question the contractor if they have specific ideas or concerns.
- He asked if the committee would like to make changes to this section.
- The consensus among the committee was no.

**VI. Tourism Advisory Committee**

- There was discussion about the benefits of having a 3<sup>rd</sup> party analyze the function of the Tourism Advisory Committee to help them better define their purpose and responsibilities.
- Chair Flaming explained that while the City Council makes all the decisions, they take recommendations from the Tourism Advisory Committee.
- Jay suggested adding a sentence to the end of this section that says, “Review the role and purpose statement of the Tourism Advisory Committee.”
- The discussion continued about how important communication between the City Council and the committees is, and how that may help with any frustration they may be experiencing.
- Jay suggests adding, “Is there an opportunity to do more coordination with the Tourism Advisory Committee?”

- The consensus among the committee was yes.

#### **VII. Tourism Partnerships**

- Jon Bowen gave an explanation on Travel Southern Oregon, which is a subsidiary of Travel Oregon and supports promotional activities within our region of the state.
- Chair Flaming asked if there were any comments about this section.
- The consensus among the committee was no.

#### **VIII. Benchmarks and Best Practices**

- Chair Flaming recommended going through one bullet point at a time (1 – 7):
  1. Chair Flaming asked if there were any changes.
    - ◆ The consensus among the committee was no.
  2. There was discussion about the need to mention the community names being compared to Grants Pass.
    - ◆ The consensus among the committee was to keep as is.
  3. They discussed the validity of including gas price trends in the scope.
    - ◆ Jon Bowen asked about a fire assessment.
    - ◆ Jay stated that they don't have anything documenting the impact of fires but can add it if the committee wants that.
    - ◆ The discussion continued about the unique data points that influence traffic. For example, people moving to the area to work on marijuana grows or tourists on vacation.
    - ◆ Member Scherf recommended adding an asterisk that states "overlay historical fire data that is prevalent."
    - ◆ The consensus among the committee was yes.
  4. There was discussion as to whether the data being collected would be accurate or anecdotal.
    - ◆ The consensus among the committee was to strike this bullet.
    - ◆ Chair Flaming agreed but said they can revisit this at the next meeting.
  5. The consensus among the committee was to keep as is.
  6. The consensus among the committee was to keep as is.
  7. There was discussion about the validity of looking at a five-year-old study. Jon Bowen pointed out it shows the value they have accomplished.
    - ◆ The consensus among the committee was to keep as is.

#### **6. Matters from Committee Members and Staff:**

- None.

#### **7. Future Agenda Building and Set Date for Next Meeting:**

- The next meeting will be June 6, 2019 at 4:15 PM.

#### **8. Adjourn:**

- Meeting adjourned at 5:20 PM.

These minutes were prepared by Julia Wright, City of Grants Pass Administration.