

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

**Committee Members:**

Doug Bradley (Chair)  
Terry Hopkins (Vice Chair) - Absent  
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)  
Josie Molloy (Chamber Liaison)  
Darin Fowler (County Liaison) - Absent

**Guests:**

Curt Collins (City Councilor)

1. **Roll Call:** Chair Bradley started the meeting at 4:03 and took roll.
2. **Introductions:** None
3. **Public Comment:** None
4. **Approval of Minutes:**
  - a. Approval of minutes from April 6, 2021.

**MOTION**

**Member Sullivan moved, and Member Anderson seconded the motion to approve the April 6, 2021 minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Members Hochberg, Anderson, Grow, Bushnell, Sullivan and DeIVaglio. “NAYS”: None. Abstain: None. Absent: Vice Chair Hopkins. The motion passed.**

5. **Work Session Items:**
  - a. **DMO Starter Board update**
    - Chair Bradley updated the committee on the recent Council workshop
    - Starter Board is asking for a 5-year contract with 35% lodging tax revenue and a \$50K start-up contract agreement for reimbursement costs.
    - Starter Board may consider using the Searchwide Global company to recruit an Executive Director, however, there have been two qualified candidates who have expressed interest in the position.
    - A press release identifying the full board appointees will be coming soon.
  - b. **Brainstorming**
    - Many committee members participated in a brainstorming session for what they would like to explore in future meetings.
    - The Historic District is a vital economic driver and tourism draw.
    - Utilizing existing convention centers (meeting rooms) and advertising and marketing these locations, cultural awareness.
    - GP has many assets such as agritourism.
    - There will be a high expectation for the future executive director.
    - Chair Bradley asked members to “weigh in” on the Welcome Center and Visitor Center and committee members were unanimous that both centers are viable and important to tourism and economic development.

- Chamber of Commerce is also in agreeance that both centers are important.

**6. Information Sharing**

- a. Councilor Pell shared that Council also wants to keep both Welcome Centers and that is one of the reasons Council will only be contributing 28% to the new DMO.
- b. Josie Molloy shared information about the restaurant Revitalization Fund and the Rent Relief fund for Landlords and tenants.
- c. Member Anderson asked for a future update regarding Foundry Village.
- d. Member Grow stated that the upcoming GP Downs was sold out.

**7. Future Agenda Building for Next Meeting:**

- a. One Rogue Valley (SORED I Regional Initiative)
- b. Dutch Bros. – Mike Dennis
- c. Friends of Oregon Caves.

**8. Adjournment:**

- a. Meeting adjourned at 4:47 pm

**Next scheduled meeting: July 6, 2021**

*Minutes prepared by Susan Seereiter, City Staff Liaison*