

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – June 1, 2021 at 4:00 pm**  
**City Council Chambers**

**Committee Members:**

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

**City/Staff/Chamber/Council Liaisons:**

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

**Guests:**

None

1. **Roll Call:** Chair Bradley started the meeting at 4:02 and took roll.
2. **Introductions:** None
3. **Public Comment:** None
4. **Approval of Minutes:**
  - a. Approval of minutes from May 4, 2021.

**MOTION**

**Member Hochberg moved, and Member Anderson seconded the motion to approve the May 4, 2021 minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Anderson, and Bushnell. “NAYS”: None. Abstain: None. Absent: Members Grow, Sullivan and DelVaglio. The motion passed.**

5. **Work Session Items:**
  - a. **City Tourism activity update**
    - Information Coordinator Steven Sabel shared tourism promotion activities for the past year.
    - Committee members viewed the wine tourism video, river recreation video and the current Guys Getaway video.
    - New blog contributor “Photographer’s Dream” started in February.
    - Implemented digital ad campaign featuring #LiveRogue Travel blog in March.
    - Social media metrics remain consistent and level.
    - Steven received the 2020 Oregon Travel and Tourism Industry Achievement Rising Star award for the five-county Southern Oregon Region.
  - b. **DMO Board updates**
    - Chair Bradley shared the board member roster for the Josephine County Visitor’s Association:
      - Josh Bennet- Hellgate Excursions
      - Melissa Vierra- Evergreen Bank
      - Tamara Bushnell- CHI Hospitality Group
      - Mandi DelVaglio- Teacher, former Tourism Director

- Doug Bradley- Kensington Investment Group
- Josie Molloy- Chamber of Commerce President
- Ashley Crews- Weekend Beer Company
- Brittni Doyle- Air B&B Host
- Ashley Wells- Troon Vineyards
- Kory Mahr- Orange Torpedo Trips
- Sydney Mitchell- Historic Downtown Merchant; Shoefly
- Hyla Lipson- Historic Downtown Museum of Art Director
- Lindsey Jones- Illinois Valley Community Development
- Valerie Lovelace- City Councilor
- Darin Fowler- County Commissioner
- The board is finalizing the contract with City and will be hiring a firm who specializes in Tourism Executive Director searches.

#### **6. Information Sharing**

- a. Member Anderson shared Air B&B statistics with committee; bookings up 205% with 56% occupancy rate.
- b. Josie Molloy reported that the Chamber of Commerce is getting many requests for hotel and conference packets.
- c. The Wine Stroll will be taking place August 6<sup>th</sup> with 500 tickets available for purchase.

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

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

#### **8. Adjournment:**

- a. Meeting adjourned at 4:50 pm

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

*Minutes prepared by Susan Seereiter, City Staff Liaison*