

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – June 2, 2020 at 4:00 pm**  
**City Council Chambers**

**Committee Members:**

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

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

Susan Seereiter (City Business Advocate)  
Jon Bowen (Experience Grants Pass)  
DJ Faszer (City Councilor) - Absent  
Josie Molloy (Chamber Liaison)  
Darin Fowler (County Liaison) - Absent

**Guests:**

Brad Niva

**1. Roll Call**

- a. Doug Bradley started meeting with roll call at 4: 02 PM

**2. Introductions:**

- a. None

**3. Public Comment:**

- a. None.

**4. Approval of Minutes:**

- a. Approval of minutes from March 3, 2020.

**Motion**

**Vice Chair Hopkins moved, and Member Bushnell seconded the motion to approve the March 3, 2020 minutes. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, Anderson, and Bristol. “NAYS”: None. Abstain: None. Absent: Members Grow, Sullivan and DelVaglio.  
The motion passed.**

**5. Work Session Items:**

**a. DMOProZ Audit findings**

- Chair Bradley and committee reviewed the findings of the DMOProZ audit and discussion followed.

**Motion**

**Vice Chair Hopkins moved, and Member Bushnell seconded the motion asking City Council to share plans for tourism after end of contract with Experience Grants Pass. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, Anderson, and Bristol. “NAYS”: None. Abstain: None. Absent: Members Grow, Sullivan and DelVaglio.  
The motion passed.**

**b. Tourism Update**

- Bowen discussed transition process and shared a current proposal for “Dine in the District” creating the opportunity for restaurants to expand

their footprint to “Parklets”. Parklets will be protected by cement barriers in front of restaurant storefronts parking spaces.

#### **Motion**

**Member Bristol moved, and Member Anderson seconded the motion showing support for Dine in the District plans to move forward. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, Anderson, and Bristol. “NAYS”: None. Abstain: None. Absent: Members Grow, Sullivan and DelVaglio. The motion passed.**

#### **c. Tourism Recovery District**

- Brad Niva explained the current transient lodging taxes received in Grants Pass; 9% to City and 1.8% to state. He is proposing a Tourism Recovery District that would be managed by hoteliers and would assist with destination marketing specifically to attract overnight stays in hotels.
- Conversations are being conducted in both Josephine and Jackson County to ensure interest with at least 50% of existing hotels.
- Travel Southern Oregon is partnering with SOREDI to apply for an EDA grant for professional services to move forward in the process.
- The proposed formation of a district would be made up of hoteliers as board members.

#### **Motion**

**Vice-Chair Hopkins moved, and Member Bushnell seconded the motion asking City Council to share Tourism budget plans for the next three months. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, Anderson, and Bristol. “NAYS”: None. Abstain: None. Absent: Members Grow, Sullivan and DelVaglio. The motion passed.**

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

- a. Chair Bradley is looking for ideas for marketing such as “invitation marketing”, Hotel and restaurant collaboration/opportunities.

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

- a. TID – County Lodging Tax
- b. Movie Ordinance for City
- c. Art Along the Rogue Theme
- d. Mike Dennis from Dutch Bros

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

- a. Meeting adjourned at 5:08 pm

**Next scheduled meeting: Tuesday, July 7, 2020 at 4:00 pm.**

*Minutes prepared by Susan Seereiter, City Staff Liaison.*