

PAVE COMMITTEE
Tourism and Downtown Services
Meeting Minutes – June 3, 2020 at 2:00 PM
City Council Chambers

Member Attendance:

Tyler Flaming (Chair & City Councilor) (absent)
Valerie Lovelace (Vice Chair & City Councilor)
Dwight Faszler (City Councilor) (absent)
Clint Scherf (City Councilor) (absent)
Gordon Langenbeck
Trevor Yarrish
Sara Bristol
Ward Warren

Staff/Liaison/Other:

Jay Meredith (Finance Consultant)

Guests:

Josie Molloy
Rebecca Anderson

1. Roll Call:

- Vice Chair Lovelace opened the meeting at 2:09pm and took roll. A quorum was present, however three members were not in attendance.

2. Introductions:

- None.

3. Public Comment:

- At the end of the meeting Rebecca Anderson shared some information about being an Airbnb host, being involved in the horse industry, and various reasons visitors choose to come to Grants Pass.

4. Approval of Minutes (1-28-20 and 5-27-20 minutes)

MOTION/VOTE

Member Bristol moved, and Member Yarrish seconded the motion to approve the minutes from January 28, 2020 and May 27, 2020 as presented. The vote resulted as follows: “Ayes”: Vice Chair Lovelace, Members Langenbeck, Bristol, Yarrish and Warren. “NAYS”: None. Abstain: None. Absent: Chair Flaming, Councilors Faszler and Scherf. Motion passed.

5. Action Items:

a) Continue review of draft Tourism/Downtown project report from consulting firm DMOproz. Discuss findings and recommendations and the status of the draft report.

- Jay elaborated on some questions that were outstanding from the meeting in the previous week and the Committee discussed a broad variety of topics related to the draft project report that was presented in the previous week.
- The following items were selected as the most important follow-up questions and comments related to the draft report and Jay will forward these comments to DMOproz before the committee meets with them again next week:
 - Certain members of the PAVE Committee feel like the strengths of the Grants Pass “Downtown” were not emphasized enough in this report. We have a real gem in our downtown versus many of our competitors in the region and it’s a

huge asset when it comes to both Tourism and Economic Development. In other words, we feel like we have a relatively unique and vibrant downtown that could be a center piece of our Tourism and Downtown services recommendations as we move forward. How can we capture the feedback from stakeholders and make this clearer in the report and recommendations?

- In each of our three main project scope areas (Tourism, Downtown, Special Events), does DMOProz have examples that they consider World Class in each of these areas that we can keep in mind as we restructure these operations going forward? Which Cities would they consider world class in Tourism promotion? Which Cities have they seen that are world class in promoting their downtown? Which Cities stand out in terms of their direct involvement in a series of major special events?
- There were some statistics shown on how many website hits came from out of the Country that seemed like the percentage was very low. Are there any comments in the TwoSix report about how we can better market Grants Pass to out of Country visitors that would be appropriate to add to this report?
- In addition to the previous request of listing the lodging tax rates for our peers, the committee would also like to see a brief description of how the DMO provides services in each of those peers. Who runs the DMO in each peer and what is their operating structure (run by the Chamber, run by City staff, run by independent 501c6, etc)? Do any of these peer cities focus on Downtown services like Grants Pass does either through City staff or by contract? And do any of these Cities operate special events through City staff or by contract like Grants Pass does or are all the special events run and operated by private organizations?
- In the section on page 47 “The Next Few Months”: Since there is a strong recommendation that our tourism contractor should be separate from the group that puts on the City’s special events, should the City in the very short-term (the next few months) consider putting out an RFP or advertisement that would offer these events to community groups to see if we can find a community partner to take these events over sooner rather than later? While we won’t be doing special events this summer, these events take a long time to plan – a good 6 months in advance of the events. Figuring out who may be able to take over these events sooner rather than later might make for a more successful transition.
- Does DMOProz have any examples of recommended benchmarks as the City considers contracting with a new agency to provide Tourism/Downtown services? While we understand that we need to set some goals for Tourism as they discussed (should we target maximum non-resident tax revenue, use this is an economic development tool, etc.), what best practice benchmarks should be considered before we draft our next contract for services?

6. Matters from Committee Members and Staff:

- None.

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

- The next meeting will be a GoToMeeting online with DMOProz on June 10th at 2:30pm.

8. Adjourn:

- Meeting adjourned at 3:50 PM.

These minutes were prepared by Jay Meredith, staff liaison for the committee.