

TOURISM ADVISORY COMMITTEE
Meeting Minutes – June 7, 2022, at 4:00 pm
Ridge Room 108

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair) - Absent
Barb Hochberg
Tamara Bushnell
Wynnis Grow
Rebecca Anderson
Mandi DelVaglio
Tamra Martin - Absent
Kevin Hopper

City/Staff/Chamber/Council Liaisons:

Brian DeLaGrange (City Councilor)
Josie Molloy (Chamber Liaison)
Darin Fowler (County Liaison) - Absent
James Conway (City Liaison)

Guest:

Tori Middelstadt - Travel Grants Pass
Brad Clark – Community Development Director

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:06 pm.
2. **Introductions:**
3. **Public Comment:** – none
4. **Approval of Minutes:**
 - a. Approval of minutes from May 3, 2022.

MOTION

Member Grow moved, and Member DelVaglio seconded the motion to approve the May 3, 2022, minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Members Hochberg, Bushnell, Grow, Anderson, DelVaglio, and Hopper. “NAYS”: None. Abstain: None. Absent: Vice Chair Hopkins and Member Martin.

The motion passed.

5. **Work Session Items:**
 - a. **Financial update – Brad Clark**
 - Brad Clark presented slides for a financial update to guide where the committee would like to go. He mentioned that he can bring JC Rowley, City of Grants Pass Finance Director, to come in and go over the intricacies of the tourism budget. He mentioned that tourism under the Community Development Department has focused on these main areas; contract with the DMO (Travel Grants Pass), Chamber of Commerce, Southern Oregon Visitors Association and Travel Oregon.
 - Brad stated that the lodging tax revenue (tourism dollars) that the city received has increased over the last few quarters and the tax going up from 9% to 12% is a big part of the reason for the increase in revenue.
 - Brad gave traditional examples of where the tourism dollars have gone. Examples: contract with Jon Bowen, Fourth of July, Back to the 50's, Active Club (\$5,000) for Boatnik, Chamber of Commerce, Town Center Association, and event-oriented activities. He also mentioned an advertising kiosk in the Medford Airport that promotes Grants Pass.
 - Chair Bradley stated that the DMO took that over and Tori Middelstadt concurred that Travel Grants Pass pays for that space.

- Chair Bradley stated that the city gave the Town Center Association \$25,000 dollars a year. He posed the question, can it continue to fund, if we were able to vet that it is legal and falls under the criteria for funding downtown events.
- Brad said that the Strategic Plan has a one-star priority rating on the city assisting in the creation of a downtown nonprofit organization.
- City Council Liaison DeLeGrange said that Council wants to support a Downtown Merchant Organization and its preliminary. He also mentioned that 7 out of 8 councilors are in favor of supporting the formation of a downtown merchant organization.

b. 2022 Goals

- Chair Bradley reviewed the 2022 goals stating that the completion of a downtown masterplan was adopted, stringing of lights 5th St (between G and H St) and more ambient lighting on G and H streets is moving forward.
- Chair Bradley brought up Dollar Mountain infrastructure and was not sure where the progress is on that project.
- Tori Middelstadt stated that in the last meeting they had is that they will have to pay a contractor to go out and flag the potential trail system. After the environmental impact study is complete then construction can begin.
- Chair Bradley stated that he thinks its important that the committee chairs get together and talk. He asked, is this something the city will facilitate? Also, what is the best way for the committees to get together?
- Brad said that it is another high priority in the Strategic Plan.
- City Council Liaison DeLeGrange stated that the Council put a direction that there will be a quarterly chair meeting, where they can come together and talk about things that the committees can work together on.
- Tori Middelstadt stated right now their contract is marketing focused and the direct investment into a visitor experience, expanding an experience and improving an experience. She stated that is where I see this committee really being able to give suggestions to Council on how this money is being spent in a way that fits the TLT law, but also appeals to the community.

6. Information Sharing

• **Committee Members:**

- Chair Bradley stated that he feels like we already covered this during the meeting.

7. Future Agenda Building for Next Meeting:

- a. Brainstorming for ideas regarding tourism

8. Adjournment:

- a. Meeting adjourned at 5.01 pm

Next scheduled meeting: July 5, 2022

Minutes prepared by James Conway, Staff Liaison