

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – September 1, 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 - Absent  
Rebecca Anderson  
Lany Sullivan - Absent  
Mandi DelVaglio

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

Susan Seereiter (City Business Advocate)  
Lora Glover  
Steven Sabel  
DJ Faszer (City Councilor)  
Josie Molloy (Chamber Liaison) -Absent  
Darin Fowler (County Liaison)

**Guests:**

Brad Niva  
Germaine Cartmell  
James Love  
Lauren Bishop (Daily Courier)

**1. Roll Call**

- a. Doug Bradley started meeting with roll call at 4:00 PM

**2. Introductions:**

- a. None

**3. Public Comment:**

- a. None

**4. Approval of Minutes:**

- a. Approval of minutes from August 4, 2020.

**Motion**

**Member Anderson moved, and Vice-Chair Hopkins seconded the motion to approve the August 4, 2020 minutes. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, and DelVaglio. “NAYS”: None. Abstain: None. Absent: Members Grow, Bristol and Sullivan.**

**The motion passed.**

**5. Work Session Items:**

**a. Downtown Master Plan (draft) update**

- James Love from Terrain Landscape Architecture shared a PowerPoint presentation of the downtown master plan concept.
- One of the recurring themes of emphasis was the importance of trees.
- James gave several examples of the benefit of trees in the downtown area.
- James discussed better signage for parking and the possibility of a downtown art walk.

**b. Update on Tourism Recovery District**

- Brad Niva shared the latest update on the tourism recovery district.
- Reached out to Civitas, the company that helps through the process and there is discussion of a possible statewide recovery district.
- Later in the month Brad Niva will find out if this is going to be pursued through the legislature.

**c. Update on Tourism Marketing Activities**

- Steven Sabel gave the committee a thorough update on the tourism activities he has been spearheading.
- There has been active social media post on several different platforms, and he is updating the website and making it more user friendly.
- Creating hyperlinks and guiding social media users to the website.
- He is utilizing local talent such as Cate Battles to write monthly blogs and Jonas Stewart to take photographs of public art inventory.
- Working with Novum Visuals to provide video feed for fall promotions.

**d. Independent Starter Board update**

- Lora Glover shared with the committee that the city is in the process of contacting the people that were recommended by the committees and is collecting names of those interested.
- Next step is to share this update with the City Council and after a scheduled workshop, there will be a public hearing.

**6. Information Sharing:**

- a. Vice Chair Hopkins thanked the city on behalf of the downtown restaurants for extending the parklets through the end of October.
- b. Staff Liaison Susan shared that emergency management cautioned extreme fire danger for the next ten days and will be utilizing hotels in the area if needed to set up crews and evacuees.
- c. Susan also shared that contractor Jon Paul from Portland is working with city staff to develop destination marketing promotion and planning for Dollar Mountain and will be presenting to City Council on September 16, 2020.
- d. Lora Glover gave an update regarding the restroom situation downtown. Due to extreme vandalism and ongoing costs, the restrooms will remain closed at this time and porta potties will be placed in more locations for the public to use. The city is seeking other alternatives for public to be able to use restrooms in the future.

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

- a. Josephine county Fairground/YMCA updates
- b. TMB Racing
- c. Mike Dennis from Dutch Bros

**8. Adjournment:**

- a. Meeting adjourned at 5:02 pm

**Next scheduled meeting: October 6, 2020 at 4:00 pm.**

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