

TOURISM ADVISORY COMMITTEE
Meeting Minutes – September 5, 2023, at 4:00 pm
Ridge Room 108

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg
Tamra Martin - Absent
Rebecca Anderson
Mandi DeIVaglio
Wynniss Grow
Kevin Hopper – late Teams
Michael O’Coyne

City/Staff/Chamber/Council Liaisons:

Brian DeLaGrange (City Councilor) - Teams
Josie Molloy (Chamber Liaison)
John West (County Liaison) - Absent
James Conway (City Liaison)

Guest:

Diane Dahlgren (CoPA member)
Becca Shane (CoPA member)
Tori Middelstadt (Visit Grants Pass) - Teams

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:00 pm.
2. **Introductions:**
3. **Public Comment:** Becca Shane from CoPA, said that they just wanted to say hi and be a part of the conversation.
4. **Approval of Minutes:**
 - Approval of minutes from August 1, 2023.

MOTION

Member Anderson moved, and Member Grow seconded the motion to approve the August 1, 2023, minutes, as presented. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Anderson, DeIVaglio, Grow, Hochberg, and O’Coyne. “NAYS”: None. Abstain: None. Absent: Members Hopper and Martin.

The motion passed.

- **Work Session Items:**
 - a. **Community Mural Project with CoPA:**
 - Chair Bradley said that we are going to discuss the Community Mural Project and what exactly is that (meaning what does it look like). He opened the floor to all members.
 - Staff Liaison James Conway gave an example of a community mural project that is happening on the Glass Forge building. He gave a short synopsis of the project and what a community mural would look like. He suggested that an organization leading the project with CoPA’s support would be a good model.
 - Diane Dahlgren said that we are looking for more than one organization to come together to lead the project. She estimated that the Glass Forge mural is probably around fifteen thousand dollars. She said that CoPA’s focus is to increase art in the center of town.
 - Chair Bradley asked if there is a “structure” that is going to get sponsors together. Diane and James said that there is no “structure” currently.
 - Diane said attending this meeting is a first step to get Tourism Advisory Committee’s support. Staff Liaison James said that he envisions that the two committees collaborate, and he will support by doing leg work.

- Vice Chair Hopkins said that having murals at the point of entry into the city would be beneficial. The committee agreed.

b. Discussion TLT Collection:

- Chair Bradley asked Staff Liaison James if there is an update. Staff Liaison James gave a summary of the process of getting the motion in the Council Packet and informed the group that during the Workshop that most of the Councilors showed support. He asked Tori and Chair Bradley if they can provide a “ticket” or example to put in the presentation to give the City Council information.

a. Update on TLT Sustainable Grant best practices:

- Chair Bradley said that the subcommittee went through the process and came up with the best practice.
- Member Hochberg asked the questions if we are making the application more detailed? Staff Liaison James said yes.

Committee Members and Staff:

- **Visit Grants Pass:** Tori updated the group on the sidewalk art installation. She said that Jesse Jackson came down and blessed the sidewalk before the art was installed. She continued by saying that the next project will be the two crosswalks on G Street during Sunday at Art Along the Rogue. Tori also updated that the 50+ things to do is almost done and will be distributed at the Welcome Center and Visitor Center.
- Tori updated the group on the radio ad that they purchased in the Eugene area.
- **City Staff:** None.
- **Committee Members:** Member Anderson said that she received information from Tori about grants. She continued that bringing the Indian Relay Race will be a complex effort. Member Anderson continued to give the group a run down on the process and needs that need to be complete for them to come to Grants Pass.
- Member Anderson said its like running a “city.” There are a lot of things that need to come together. She gave the group a background on the native people and what they need to make this happen. She said it would take at least a year to get ready for this race. She said that Pendleton and Emerald have this race.
- Vice Chair Hopkins asked if the Owl Plaza survey was closed. Staff Liaison James said that it is and over 1,000 people responded. Staff Liaison James gave a summary of the survey.
- **City Council Liaison:** Council Liaison DeLaGrange said that James summed up the TLT collection nicely.
- **County Liaison:** None.
- **Chamber Liaison:** Josie said that they had a legislative recap and talk about the number of small business’ concerns. She continued that they are gearing up for Tap Walk that will happen the second week in October. Josie also gave an update on Oregon Paid Leave and an upcoming webinar.
- **Future Agenda Building for Next Meeting**
- **Adjournment:** 5:00 PM

Next scheduled meeting: October 3, 2023

Minutes prepared by James Conway, Staff Liaison