

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – September 7, 2021 at 4:00 pm**  
**City Council Chambers**

**Committee Members:**

Doug Bradley (Chair)  
Terry Hopkins (Vice Chair)  
Barb Hochberg  
Tamara Bushnell  
Wynniss Grow  
Rebecca Anderson  
Mandi DeIVaglio  
Vacant

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

Susan Seereiter (City Business Advocate)  
Rob Pell (City Councilor) - Absent  
Josie Molloy (Chamber Liaison)  
Darin Fowler (County Liaison)  
Susan Clark (Grant Specialist)

**Guests:**

Bob Hackett Travel Southern Oregon -call-in  
Dale Brown

1. **Roll Call:** Chair Bradley started the meeting and took roll.
2. **Introductions:** None
3. **Public Comment:** None
4. **Approval of Minutes:**
  - a. Approval of minutes from June 1, 2021. (no quorum for July and no meeting in August)

**MOTION**

**Member Grow moved, and Member Anderson seconded the motion to approve the June 1, 2021 minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Anderson, Grow, DeIVaglio and Bushnell. “NAYS”: None. Abstain: None. Absent: None (Member Sullivan resigned). The motion passed.**

5. **Work Session Items:**
  - a. **Travel Southern Oregon update**
    - Bob Hackett introduced himself via phone in and explained that he is the new executive director replacing Brad Niva at Travel Southern Oregon.
    - The organization will not be pursuing the tourism improvement district (TID) at this time and the money that Southern Oregon Economic development Inc. (SOREDI) secured from EDA for that initiative will now go toward the Travel Industry recovery efforts.
    - SOREDI has a specific initiative for tourism in the One Rogue Valley 5-year comprehensive economic development strategy (CEDS) that was completed in 2019.
    - Speaking of Economic Development Association (EDA) Bob encouraged the committee to pursue the EDA grants that are available and to focus on “thinking big” as it relates to Dollar Mountain and a future economic driver for hiking and biking trails.
    - Southern Oregon continues to lead the state in transient lodging taxes (TLT) occupancy. Josephine County is right behind Jackson County in numbers with 87% occupancy.
    - Travel Southern Oregon (TSO) is planning to hire an Engagement Coordinator whose area of focus will be outreach to the jurisdictions.

- Susan Clark shared the current grants that the City has received for Dollar Mountain, some of which needs to be spent by the end of the year or returned.

**b. Art Along the Rogue update**

- The Committee on Public Art is organizing the event to be held October 1-3.

**c. DMO Board updates**

- Chair Bradley informed the committee that the independent tourism board has received 15 qualified applicants for the executive director position to oversee the City of Grants Pass and Josephine County tourism.
- They have narrowed the number down to three and live interviews are being held on September 15 and will be making a final decision after those interviews.

**6. Information Sharing**

- a. Josie Molloy informed committee that the Chamber of Commerce has more PPE for small business, and anyone interested needs to contact the Visitors Center.
- b. Josie Molloy reported that Porchfest would be making a decision about their event this coming Friday whether to move forward or not due to COVID.
- c. Susan informed the committee that Lany Sullivan has resigned because of other personal commitments.

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

- a. One Rogue Valley (SORED I Regional Initiative)
- b. Flying Lark
- c. Friends of Oregon Caves.

**8. Adjournment:**

- a. Meeting adjourned at 4:41 pm

**Next scheduled meeting: October 5, 2021**

*Minutes prepared by Susan Seereiter, City Staff Liaison*