

TOURISM ADVISORY COMMITTEE
Meeting Minutes – October 3, 2023, at 4:00 pm
Ridge Room 108

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg
Tamra Martin
Rebecca Anderson
Mandi DeIVaglio
Wynnis Grow - Absent
Kevin Hopper
Michael O’Coynne -Late

City/Staff/Chamber/Council Liaisons:

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

Guest:

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**
4. **Approval of Minutes:**
 - Approval of minutes from September 5, 2023. Postponed for November meeting.
- **Work Session Items:**
 - a. **Mainstreet update**
 - Chair Bradley said that he is hoping for a Mainstreet update and asked Terry or Tori to report.
 - Tori said that the Mainstreet meeting was funded by a grant from Travel Oregon and there were workshops and listening sessions that occurred. She continued by saying that the aim for these were to create a “roadmap” for funding and sustainability to form an organization.
 - Chair Bradley asked, “what are the challenges?” Tori replied getting the merchants to the table is the biggest challenge.
 - Vice Chair Hopkins said that the biggest challenge is funding and merchant participation. He continued to give a summary of the multitude of small challenges that face the merchants. Josie Molloy agreed that funding is a challenge.
 - Member Martin asked what is the “purpose and drive behind seeing a formation of a downtown association?”
 - Tori said that the three organizations (Visit Grants Pass, the city, and the Chamber) are working together and gave an example of a Ven Diagram and the parts that are not overlapping are following through the cracks and that’s where the downtown association can cover.
 - The Committee briefly threw out ideas and possibilities of the benefits of the downtown association formation.
 - Chair Bradley commented that the success of the organization before came from the dedicated people who worked for it.
 - b. **Discussion on goals for 2024:**
 - Chair Bradley said that it would be good to consult the Visit Grants Pass team and see what they are working on and would be good to “tap” their resources. It would be good to get input from them regarding to 2024 goals. He finished

with saying that we want to get the mountain bike trail (Dollar Mountain) finished up.

- Vice Chair Hopkins mentioned that are goals like the Owl Parking lot that we need to put on our goals to “get across the finish line?”
- Tori mentioned that Grants Pass has Pickleball, and it is a niche sport, and that would be something to pursue and lead to sustainable tourism.
- Josie Molloy mentioned that we should keep the conversation going on the “Miricle Mile,” which is Rogue River Highway.
- Council Liaison DeLaGrange said that the city won a grant for Dollar Mountain worth \$350,000 to develop the trails.
- Member Hopper asked if there is policy on E-Bikes and Tori replied, it would be based on the City’s rule on E-Bikes.

c. Update on Murals:

- The committee briefly discussed ideas and how funding is important.
- Vice Chair Hopkins mentioned that the murals can be used as wayfinding and bringing people from the north of town into the downtown.
- Tori brought up and echoed Vice Chair Hopkins sentiment on wayfinding and that a goal should be to have Historic District Signs at the entry points of the city, especially off I-5.

d. Update on TLT Collection:

- Chair Bradley updated the committee on the possible change to the TLT Collection process for the city. He said it did not pass last city council meeting and will go for a second reading and is expected to pass (one council member voted against).

Committee Members and Staff:

- **Visit Grants Pass:** Tori updated the group on Art Along the Rogue, the first sidewalk art is complete and the other two corners will be painted. She updated that G St will be closed for the crosswalks to be painted (art).
- Tori let the group know that James will be on AM Northwest in Portland and gave the group a good summary of all the things happening.
- Tori said that the 50+ things to do in Grants Pass brochure is complete and printed.
- **City Staff:** Staff Liaison Conway updated the committee on the upcoming Art Along the Rogue.
- **Committee Members:** Vice Chair Hopkins said that we have had two conferences last week and brought in many people from around the world where out of 125 people, only 4 were from Oregon. He also mentioned that the Oregon Restaurant and Lodging Conference was in Ashland where it was well attended.
- **City Council Liaison:** Thanked the committee for all the work that they are doing.
- **Chamber Liaison:** Josie said the Chamber is jam packed, and Tap Walk is happening the second week in October. She said that they are bringing back the trolley and expected to sell out.
- **County Liaison:** None.
- **Future Agenda Building for Next Meeting**
- **Adjournment:** 5:00 PM

Next scheduled meeting: November 7, 2023

Minutes prepared by James Conway, Staff Liaison