

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – October 5, 2021, at 4:00 pm**  
**Ridge Room 108**

**Committee Members:**

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

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

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

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:05 pm.
2. **Introductions:** None
3. **Public Comment:** None
4. **Approval of Minutes:**
  - a. Approval of minutes from September 7, 2021.

**MOTION**

**Member Hochberg moved, and Member Bushnell seconded the motion to approve the September 7, 2021, minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, DeIVaglio and Bushnell. “NAYS”: None. Abstain: None. Absent: Members Anderson and Grow.  
The motion passed.**

5. **Work Session Items:**
  - a. **DMO Board update:**
    - Chair Bradley revealed that the new Executive Director has been hired. Her name is Tori Middelstadt and she is coming from the Willamette Valley.
    - Her official start date is November 1.
  - b. **Economic Development Association Grant Funding**
    - Vice Chair Hopkins made a motion for City Council to consider applying for the EDA grant for Dollar Mountain.
    - Discussion followed on the importance and benefit of this destination attraction for the future.

**MOTION**

**Vice Chair Hopkins moved, and Member Bushnell seconded the motion to recommend to the City of Grants Pass to apply for the Economic Development Association (EDA) grant and that funds be allocated for the Dollar Mountain project. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, DeIVaglio and Bushnell. “NAYS”: None. Abstain: None. Absent: Members Anderson and Grow.  
The motion passed.**

**c. 2022 Goal**

- Vice Chair Hopkins read an email stream from last year's goal list; Downtown Plaza, Alley Activation, Food truck event, increase event support, feasibility study for hospitality and others.
- Members discussed what to do going forward.
- Chair asked committee to come prepared to recommend ideas and the group would come up with a maximum of five or fewer goals to recommend to Council for strategic planning 2022.
- Discussion continued about the role of the new executive director and the tourism committee.
- Goals for the director are listed in the contract. The Executive Director answers to the Board, the Board answers to Council.

**6. Information Sharing**

- a. Flying Lark will be presenting at the next meeting and then be prepared to discuss goals.
- b. Member DelVaglio had good things to say about the Art Along the Rogue event.
- c. Cate Battles is now providing content for Travel Grants Pass website and social media accounts.
- d. A paid Facebook post generated the most successful post to date on the Travel Grants Pass site.
- e. Committee on Public Art will be having a debriefing on what went well and what didn't and what to do better next year.
- f. It was noted there was a missed opportunity for businesses and restaurants on Sunday after the event there was no businesses opened on G Street.

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

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

**8. Adjournment:**

- a. Meeting adjourned at 4:40 pm

**Next scheduled meeting: November 2, 2021**

*Minutes prepared by Susan Seereiter, City Staff Liaison*