

TOURISM ADVISORY COMMITTEE
Meeting Minutes – November 2, 2021, at 4:00 pm
Ridge Room 108

Committee Members:

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

Guest:

Tori Middlestadt (virtual), Mike Walters, Mike Thiessen, Carrie Wall, and Mayor Sara Bristol

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:01 pm.
2. **Introductions:** Tori Middlestadt
3. **Public Comment:** None
4. **Approval of Minutes:**
 - a. Approval of minutes from October 5, 2021.

MOTION

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

5. Work Session Items:

a. Flying Lark:

- 35,000 sq ft building
- Family restaurant called Jacks with signature dishes and indoor-outdoor dining
- Two chefs from area with NW focus
- Longshots is a sports bar and restaurant also indoor-outdoor dining, different menu, and music on weekends.
- Discussed background of racing and Portland Meadows closing leaving Grants Pass Downs only commercial horseracing in Oregon.
- Impact study results over next 30 years: 2000 employees, 10.7 billion in new spending and 3.6 billion new net earnings
- “Wonder Walk” largest single focused public art display featuring several equestrian horse statues (14-15) located outside of the Flying Lark that will be free to public coming next Spring.
- Planning for a Christmas opening.

b. DMO Executive Director Tori Middlestadt

- Chair Bradley wanted Tori’s input on what would be relevant for the Tourism to focus on now that the independent board and Director is hired to focus on marketing Grants Pass.
- Events were discussed.
- Tori agreed that this was a good time to discuss roles and that maybe some of the TLT dollars that is not designated to the DMO could be funneled to the Tourism committee for recommendations.
- Perhaps Downtown Services might be a focus for the committee.
- Mayor Bristol asked for ideas of how the Tourism Committee sees their role for the future.
- Committee decided that there was too much involved for them to consider doing events.

c. 2022 Goal

- Chair Bradley started off with suggesting more vigilance on funding/grant writing and more opportunities for grant funding.
- Facilitating support for downtown master plan movement (downtown plaza) and incorporating permanent parklets.
- Committee can be a “vehicle” to generate focus on attractions that the DMO can then promote through marketing.
- Dollar Mountain trails
- Travel Oregon Destination 2.0 prioritization data assessment grant for short term goals.
- Help fast track the Downtown Welcome Center

6. Information Sharing

- a. Two surveys regarding reconfiguration of G Street and input on parklets.

7. Future Agenda Building for Next Meeting:

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

8. Adjournment:

- a. Meeting adjourned at 5:20 pm

Next scheduled meeting: December 7, 2021

Minutes prepared by Susan Seereiter, City Staff Liaison