

TOURISM ADVISORY COMMITTEE
Meeting Minutes – June 14, 2016 at 4:00 pm
Courtyard Conference Room

Committee Members:

Barbara Hochberg (Chair)
Wynniss Grow (Vice Chair)
Terry Hopkins - absent
Colene Martin
Robert Hamlyn - absent
Tamara Bushnell
Doug Bradley
Mary Groves
Tina Gotchall

City/Staff/Council Liaisons:

Darin Fowler (Mayor)
Valerie Lovelace (City Council)
Jon Bowen (Experience Grants Pass)
Susan Seereiter (City Business Advocate)

Guests:

Germaine Cartmell
Peggy Anderson

1. INTRODUCTIONS

2. REVIEW/APPROVAL OF MINUTES (APRIL 12, 2016 AND MAY 10, 2016)

MOTION/VOTE

Committee Member Martin moved and Committee Member Bradley seconded the motion to approve the minutes from April 12, 2016 and May 10, 2016 as submitted. The vote resulted as follows: “AYES”: Committee Members Hochberg, Grow, Gotchall, Martin, Bushnell, Bradley, and Groves. “NAYS”: None. Abstain: None. Absent: Members Hopkins and Hamlyn. The motion passed.

3. Committee update and City Workshop (June 13th)

- Barbara discussed the presentation and power point she gave to the City Council. She discussed the homeless problem, the benefit that the sobering center will have on the homeless problem, and the possibility of having a mobile food truck.
- She mentioned that COPA discussed the possibilities of having art placed in the vacant store fronts. She let them know about Tourism’s plan to put posters and tourism related information in the store fronts and they seemed pleased with that as an option.
- Jon showed the committee the preliminary maps he has been working on with the HBSC. He discussed the plan to use the new historic district as a focal point to promote downtown.
- He discussed the storefront promotions and the plan to alternate them for the season. They do not currently have approvals from City, but it is moving forward.
- Colene suggested that it would be nice to make a sign that would be a uniform “for lease” sign that the owner would only need to add a phone number to.
- Colene also suggested that they incorporate the new maps at their kiosks.

4. Tourism Reports (Monthly update)

- Jon showed a PowerPoint presentation that he had shared with the City Council. He discussed the quarterly report that he gave Council and that Hotel revenue is up.
- He discussed the hospitality training that is free to local businesses and how it will have an online portion and a tie in in class portion. Either will be beneficial without the other.

5. Downtown Marketing, Blade Sign promotion, strategies

- There was a discussion about the new blade sign promotion in the downtown area.
- Jon let the committee know that there is a possibility of a movie wanting to shoot at the racetrack, he will keep everyone updated.
- Tourism received an application for advertisement funds for the Wildlife Images Annual fundraiser that will be happening on July 16th

MOTION/VOTE

Committee Member Martin moved and Committee Member Groves seconded the motion to approve the grant request of \$500 to Wildlife Images for advertisement for their annual fundraiser. The vote resulted as follows: “AYES”: Committee Members Hochberg, Grow, Gotchall, Martin, Bushnell, Bradley, and Groves. “NAYS”: None. Abstain: None. Absent: Members Hopkins and Hamlyn. The motion passed.

- It was suggested that Tourism request to contract the Wildlife Images trolley for the downtown area.

6. Event Idea for next Amazing May

- Barbara brought up the possible revival of the Gladiola festival and to incorporate a hot air balloon event.
- There was a discussion of liability issues behind having the event but it was explained that the hot air balloons would have their own liability insurance as soon as they are off the ground.
- Having a remote controlled airplane event at the same time was also discussed.

7. Comments/Updates from Committee Members

- Mary Groves suggested that she step aside and allow Peggy Anderson an opportunity to be on the Tourism Committee. Mayor Fowler would like to see her stay as she has had valuable input.
- The committee discussed the possibility to add a seat to have both Peggy and Mary on the committee.
- Mayor Fowler mentioned that he and the City Manager had discussed the possibility of having a Drone racing competition.
- Jon mentioned that he would like to form an “A team” to clean up downtown. He would be willing to organize the logistics of the cleanup efforts if they could seek volunteers for the labor.
- The committee discussed possible cleanup volunteers and mentioned Eagle Scouts as an option. The Probation department might be another avenue to explore.

- Jon is working on a six page map insert that folds out to be placed in a local magazine. The fold out would feature a map of the Historic District, the local wine region, and Southern Oregon as a whole.
- Mary shared with the committee that the “blight” sign that the first impressions group mentioned will be replaced with a watch fire brand sign. This should come about in the next 6 months or so.

8. Comments from the Public

- None.

NEXT MEETING: July 12, 2016 at 4:00pm in the Courtyard Conference Room

These minutes were prepared by Carlie Paulsen, Administration Department, City of Grants Pass.