

TOURISM ADVISORY COMMITTEE
Meeting Minutes – July 12, 2016 at 4:00 pm
Courtyard Conference Room

Committee Members:

Barbara Hochberg (Chair)
Wynniss Grow (Vice Chair)
Terry Hopkins - absent
Colene Martin - absent
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:

Dave Siddon
David Prince
Cory Alvis Allen
Julie Schmelzer

1. INTRODUCTIONS

2. REVIEW/APPROVAL OF MINUTES (JUNE 14, 2016)

MOTION/VOTE

Committee Member Bushnell moved and Committee Member Groves seconded the motion to approve the minutes from June 14, 2016 as submitted. The vote resulted as follows: “AYES”: Committee Members Hochberg, Grow, Gotchall, Bushnell, Bradley, and Groves. “NAYS”: None. Abstain: None. Absent: Members Hopkins, Martin and Hamlyn. The motion passed.

3. Dave Siddon from Wildlife Images

- Mayor Fowler presented the idea of using the Wildlife Images trolley for downtown tours and tourism needs. His hope is to have this funded through the City via City Council.
- Dave let the committee and the Mayor know that the trolley is currently underutilized, especially on the weekends, and that he believes they could work something out. Topics of liability, insurance, and funding will need to be discussed in further detail.
- Jon brought up that it would be nice to have travel options out to the various wineries from the hotels in town.
- The committee had a discussion on different locations it would be nice to have shuttles to and from to increase tourism.
- It was brought up to reach out to the County to explore partnership ideas.
- The committee had a discussion on timing and routes that would be beneficial – First Friday and weekends. Routes to Fort Vannoy, Wildlife Images, etc.

- The Towne Center Association did something similar in the past; they could be an asset to discuss what the pros and cons were.
- It was suggested that a flyer would need to go out to the hotels letting them know about the trolley hours and information.

MOTION/VOTE

Committee Member Gotchall moved and Committee Member Bushnell seconded the motion to look further into the trolley and explore it as a Tourism option. The vote resulted as follows: “AYES”: Committee Members Hochberg, Grow, Gotchall, Bushnell, Bradley, and Groves. “NAYS”: None. Abstain: None. Absent: Members Hopkins, Martin and Hamlyn. The motion passed.

4. New Event Discussions

- The committee had a brief discussion on reviving the Gladiola festival. There will be drinks, arts and crafts, and tethered balloons that can be taken up into the air.
- The plan is to hold this in May/June starting next year.
- It was mentioned that 25 acres at the eastern end are still owned by the City. This might be an ideal area to look at when committee members go to look at the space.

5. Tourism Report

- Jon showed the proof of the visitors guide. This will be in addition to the current rack card that is distributed to the various hotels. If the committee would like to make any changes to the proof or the existing card before it goes to reprint please let Jon know.
- Jon met with a travel writer from New York.
- Grants Pass did not get the horse racing film that had been discussed in a previous meeting, however it was an opening to developing a relationship with the Oregon film group and they may be interested in the area for other films.
- Jon discussed the work they are putting in to try to establish “Historic District” as a brand.
- Art along the rogue is taking shape and Jon will announce details shortly.
- Jon met with Traci Yoshitomi about the possibility of starting a film festival in the area, however there will need to be further discussion about the logistics.
- The committee had a discussion about the possible venues available to hold a film festival.
- Jon discussed the recent trends of glamping and vintage trailers. He suggested the possibility of holding a rally to bring people in. This will have low entry costs and introduce the area to tourists.
- The committee discussed the glamping idea and possibly locations. The committee expressed their enthusiasm to work with the County to make this happen and increase tourism in the Valley as a whole.
- Jon let the committee know that they had to adjust the wayfinding signs to fit the ODOT regulations. They are working to meet standards as the State does not allow anything that isn't part of a municipality that generates funds to be placed on the wayfinding signs on State roads.

6. Comments/Updates from Committee Members

- Mary showed the committee the new posters for the fair and let the committee know that the new watchfire sign has been approved.
- The Caveman Bridge project will start next year and will be a 14 month project. This will bring the bridge up to crash standards.
- It was mentioned that horse racing should be mentioned on the brochure.
- Mayor Fowler reminded the committee of the upcoming volunteer dinner. Fiesta!

7. Comments from the Public

- None.

NEXT MEETING: August 9, 2016 at 4:00pm in the Courtyard Conference Room

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