

TOURISM ADVISORY COMMITTEE
Meeting Minutes – August 9, 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:

Madeline Shannon
Judy Davidson
Caleb LaPlante
Germaine Cartmell

1. INTRODUCTIONS

2. REVIEW/APPROVAL OF MINUTES (JULY 12, 2016)

MOTION/VOTE

Committee Member Bushnell moved and Committee Member Groves seconded the motion to approve the minutes from July 12, 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. Wildlife Images trolley update

- The committee was given general rates for the trolley. They discussed if the rates could be structured for a partnership use rather than as a customer in order to make it more cost effective.
- It was clarified that the information is the general cost and may not be the cost given if they were under contract with the City. Those figures have not been clarified at this point.
- It was suggested to put parameters up to allow them an opportunity to try to meet the City requirements.
- Rogue Valley Trolley is also a possible option; however they mainly serve Jackson County at this time.
- The committee discussed the idea to have the trolley as a seasonal program; five months with half of May through half of October on Friday and Saturday. Possibly with extended hours for special functions. (Boatnik?)

- It was suggested to invite Jeff Voigt to the next meeting to include the Towne Center Association.
- Darin requested a recommendation to Council by the next meeting. The recommendation should include the route, prices, and times.
- The committee had a discussion on the items they would like to include in the recommendation for the next meeting. This will be continued in further depth.

4. Tourism Report

- The new visitor guide is at the printer as well as the new print handouts.
- The wayfinding project is now in ODOT's hands, plans have been submitted and Jon will hopefully hear back from them any day.
- Jon is working with Charter to make Rogue Allure work, it is moving forward.
- Hospitality program up – delayed first training to October to coincide with slower season.
- Art Along the Rogue – music acts are verbally confirmed, working on contracts. Logos and t-shirts are moving forward.
- Vintage trailer rally – Jon will present to county when the ideas are more formulated.
- Created snapchat filters that are geotagged for Grants Pass.
- There was a “Bear selfie” contest held on Facebook. Gift cards were awarded to participants and there were 250 “likes” gained on Facebook.
- Darin suggested the smaller light post signs that say “historic district” be considered as an option.

5. Event concepts and layout for Gladiola Festival

- The committee briefly discussed the Gladiola festival. Jon would like to incorporate the ideas of the balloons, the gladiolas, and agriculture into one cohesive event.

6. Comments/Updates from Committee Members

- None.

7. Comments from the Public

- Judy Davidson is the project manager for the Garden Mural on the side of the Herb Shop. The projected budget is \$20,000 and they have currently raised \$6,000. She came to the understanding that there is funding available through the City for projects like this but it must be requested by committee. Judy would like to formally request that the Tourism Committee recommend that Council awards the Garden Valley Mural project \$10,000.
- The committee discussed the mural and current fund raising efforts with Judy. They agreed to recommend the project to the City Council but to allow Council to determine the amount to award if they so choose.

MOTION/VOTE

Committee Member Bradley moved and Committee Member Groves seconded the motion to recommend that the City Council offer funding to the Garden Valley Mural. 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.

NEXT MEETING: September 13, 2016 at 4:00pm in the Courtyard Conference Room

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