

**TOURISM ADVISORY COMMITTEE**  
**Meeting Minutes – January 5, 2021 at 4:00 pm**  
**City Council Chambers**

**Committee Members:**

Doug Bradley (Chair)  
Terry Hopkins (Vice Chair)  
Barb Hochberg  
Tamara Bushnell  
Wynnis Grow – by phone  
Rebecca Anderson  
Lany Sullivan  
Mandi DeIVaglio

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

Susan Seereiter (City Business Advocate)  
DJ Faszer (City Councilor) - Absent  
Josie Molloy (Chamber Liaison)  
Darin Fowler (County Liaison)  
Adam Shults  
**Guests:**  
Brad Niva  
Mayor Sara Bristol

**1. Roll Call**

- a. Chair Bradley called meeting to order at 4 PM

**2. Introductions:**

- a. None

**3. Public Comment:**

- a. Mayor Bristol wanted to thank the committee and let them know how much she enjoyed being on the committee and participating and working with each one of them.

**4. Approval of Minutes:**

- a. Approval of minutes from December 1, 2020.

**Motion**

**Member DeIVaglio moved, and Member Sullivan seconded the motion to approve the December 1, 2020 minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bristol, Sullivan, Grow, Bushnell and DeIVaglio. “NAYS”: None. Abstain: None. Absent: None.**

**The motion passed.**

**5. Work Session Items:**

**a. Tourism Budget Q and A (Adam Shults)**

- Adam provided handouts to the committee of the most recent quarterly transient lodging tax report and reviewed the pages with the committee.
- In addition to the quarterly report, and thanks to the committee’s recommendation, there is now a monthly report of current information to help gage the value and effect of events and other circumstances that might affect tourism such as fires and pandemics.
- Adam thoroughly reviewed each section of the report and answered all of the committee’s questions.

**b. Tourism Update**

- The committee was proved with the most current update from Steven Sabel via written report for November 2020.

**c. Committee Applications**

- Only two applications were received so another posting is necessary.
- The Committee members thought there might be confusion since there is now a Starter Board for the DMO and the Tourism Advisory Board.
- There was a suggestion to hold off on replacing Sara Bristol.

**d. DMO Starter Board update**

- The board is meeting frequently, and the bylaws have been updated.

**e. Recommendation/Appointments for Chair and Vice-Chair**

**Motion**

**Member Sullivan moved, and Member Anderson seconded the motion for Doug Bradley to remain as Chair and Terry Hopkins to remain as Vice-Chair. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bristol, Sullivan, Grow, Bushnell and DeIVaglio. “NAYS”: None. Abstain: None. Absent: None. The motion passed.**

**6. Information Sharing**

- Susan shared the successful grant that the City and County delivered \$275K with the help of SBDC and IVCDO.
- Commissioner Fowler reiterated the success of City and County working together to get this grant funds to 159 small businesses.
- Josie shared that the US Chamber has a link to legislature to “Save our Mainstreet” encouraging the legislature to reopen businesses.
- Josie also shared there is free PPE available at the Visitor Center and Welcome Center.
- Chamber is promoting restaurants offering take out and outdoor dining. There is also an opening for Business Manager, Sue Brown is retiring after 20 years of service.
- The Downtown Association meeting will be forthcoming.

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

- Update from Starter Board
- One Rogue Valley SOREDI CEDS strategic Plan
- Downtown Association progress
- Josephine County Fairgrounds
- Grants Pass Downs/Racino

**8. Adjournment:**

- Meeting adjourned at 4:51 pm

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

*Minutes prepared by Susan Seereiter, City Staff Liaison.*