

TOURISM ADVISORY COMMITTEE
Meeting Minutes – January 7, 2020 at 4:00 pm
Courtyard Conference Room

Committee Members:

Barbara Hochberg (Chair)
Wynnis Grow (Vice Chair)- absent
Terry Hopkins
Tamara Bushnell - Absent
Doug Bradley
Sara Bristol
Damion Trovato - Absent
Lany Sullivan - Absent
Mandi DelVaglio

City/Staff/Chamber/Council Liaisons:

Susan Seereiter (City Business Advocate)
Jon Bowen (Experience Grants Pass)
DJ Faszler (City Councilor) Absent
Josie Molloy (Chamber Liaison) Absent
Darin Fowler (County Liaison)

Guest:

Germaine Cartmell
Steven Sabel

1. Roll Call

- a. Chair Hochberg opened the meeting at 4:01 pm and took roll.

2. Introductions:

- a. None

3. Public Comment:

- a. None

4. Approval of Minutes:

- a. Approval of minutes from December 3, 2019.

Motion

Member Bradley moved, and Member Hopkins seconded the motion to approve the December 3, 2019 minutes. The vote resulted as follows: “AYES”: Chair Hochberg, Members Bristol, DelVaglio, Bradley and Hopkins. “NAYS”: None. Abstain: None. Absent: Members Sullivan, Trovato, Bushnell and Vice Chair Grow. The motion passed.

5. Work Session Items:

1. Chair Hochberg asked for nominations for Chair and Vice Chair

- Member Bristol nominated Doug Bradley for Chair position and member Hopkins as the Vice-Chair and there were no other nominations. All those present approved of the nominations.
- New Chair Bradley took over the meeting agenda.
- Jon Bowen and Commissioner Fowler both commended the time and participation that Barb Hochberg has dedicated to the committee as a long-time chair.

2. Discuss 2020 projections

- Susan mentioned that one of the goals that this committee has been working towards is a feasibility study for a convention center/meeting space and that RFP is being worked on now for the committee to weigh in on, possibly at the next meeting.
- Chair Bradley would like the committee to focus on “demand generators” and how far are messages being reached.
- Are the events that the City is now generating bringing in revenue and ROI expectations?
- Jon Bowen mentioned that it is one of the purposes of the PAVE audit
- Member Bristol is on the PAVE committee and gave an update on the process of choosing a company to perform the PAVE audit.
- Further discussion followed.
- Vice-Chair wanted more clarification on what exactly is the reach of the events that Experience Grants Pass is now running.
- It was noted that the city is unique from other cities in the way it bundles tourism, downtown services, and events with one contractor.
- Are the events really generating economic development for the city?
- The committee would like to develop more specific action items moving forward.
- Chair Bradley brought up the discussion of a Tourism Improvement District (TID)
- Member Hopkins requested the previous study that was done for Tourism and the current RFP for the PAVE audit.
- Commissioner Fowler wanted the committee to find out what is going on with the Balloon Festival.
- It was determined that the committee would like to invite Bob Crouse with Fort Vannoy Farms who is taking over the event to the next meeting.

3. Jon Bowen Report

- December was a non-stop month with tree lighting, the weather made the entertainment cut short. Rain for the parade still brought out 100's of people.
- Always thinking of new and improved ideas for next year.
- Shop Dine and Win was successful, however more enthusiasm and participation with merchants needs improvement. There was not a strong push with merchants to pass out the entries.
- Jon is already working on Back to the Fifties event.
- He participated in a meeting regarding Dollar Mountain and the city received a technical grant. BLM representatives were present, and Jon was very encouraged with the enthusiasm and activities that this will bring forward to the city.

6. Information Sharing:

1. Susan shared with the committee that there was a Merchant meeting coming up on January 16th and there is going to be a short survey with the merchants on the adult use 1000 sq. ft. buffer that is currently in place.

2. Steven Sabel shared that the “It’s the Climate” sign will be celebrating its 100-year anniversary during the same time as the Back to the Fifties.

7. Future Agenda Building for Next Meeting:

- a. Invite Charlotte Angin, Social Media Director for TMB Racing
 - b. TID
 - c. Movie Ordinance for city
 - d. Balloon Festival – Bob Crouse
- 8. Adjournment:**
- a. Meeting adjourned at 5:15 pm

Next scheduled meeting: Tuesday, February 4, 2019 at 4:00 pm.

Minutes prepared by Susan Seereiter, City Staff Liaison.