

TOURISM ADVISORY COMMITTEE
Meeting Minutes – March 2, 2021 at 4:00 pm
City Council Chambers

Committee Members:

Doug Bradley (Chair) - Absent
Terry Hopkins (Vice Chair)
Barb Hochberg
Tamara Bushnell – By Phone
Wynniss Grow
Rebecca Anderson
Lany Sullivan - Absent
Mandi DeIVaglio

City/Staff/Chamber/Council Liaisons:

Susan Seereiter (City Business Advocate)
Rob Pell (City Councilor)
Josie Molloy (Chamber Liaison) Absent
Darin Fowler (County Liaison)- Absent

Guests:

Brad Niva, Valerie Lovelace, Germaine Cartmell,
Jill Hamm, Tamra Martin, Brittni Doyle

1. **Roll Call:** Vice Chair Hopkins started meeting off with roll call.
2. **Introductions:** None
3. **Public Comment:**
 - Brittni Doyle owns Mama Bees Farms and wants to get involved with the Tourism Board that is in the process of formulating. She also has an Airbnb which is important for tourism. She also has a new venture of pop-ups and growing and selling flowers.
 - Member Hopkins thanked Germaine Cartmell for her interest in the committee and thanked Brad Niva for always participating in the committee as well.
4. **Approval of Minutes:**
 - a. Approval of minutes from February 2, 2021.

MOTION

Member Grow moved, and Member DeIVaglio seconded the motion to approve the February 2, 2021 minutes, as submitted. The vote resulted as follows: “AYES”: Vice Chair Hopkins, Members Hochberg, Anderson, Grow, Bushnell and DeIVaglio. “NAYS”: None. Abstain: None. Absent: Chair Bradley and Member Sullivan. The motion passed.

5. **Work Session Items:**
 - a. **Fairground update and Back to Fifties Event**
 - Tamra Martin introduced herself as the Director of the Fairgrounds. There have been many growth changes all around the fairgrounds.
 - Tamra shared the many events already taking place at the fairgrounds and then shared a PowerPoint of the master plan for future.
 - One of the ideas is a new entry with access off Ringuette.
 - Tamra talked about the outside interest that the fairgrounds can create.
 - Concerts, shows, soccer tournaments, Grants Pass Downs.
 - Member DeIVaglio shared that she had her wedding reception at the fairgrounds several years ago.
 - Parking concerns were brought up and Tamra mentioned the option of shuttles buses or other types of service to eliminate the loss of parking.

- Back to the Fifties will be the weekend of July 24th. Fair is slated for August 11-15th. Wants to add another day to the fair schedule.

b. Events and Downtown Association progress

- Jill Hamm shared her enthusiasm about reviving events including First Friday which is near and dear to her heart.
- Jill Hamm is setting up a steering committee for events and you can contact her to participate.
- First Friday Art Night would be considered more of a “festival”. It will require participation from the downtown businesses. The idea is to bring people in to shop and enjoy the art.
- The desire would be to provide a brochure to the hotels so that would bring more tourists downtown.
- Jill will also be instrumental planning to bring back Shop-Dine and Win and she would like to add Shop-Dine-*Stay to Win*. The idea would be to track where the entries are coming from. This will create a data base.
- Jill will be seeking direction with City on what a permit for these festivals would look like.
- The direction of the Downtown Association is still unclear and it looks like that is going to stay in the Chamber “bucket”.

c. Parklets Update

- Parklets will most likely be installed Friday March 5th. Six businesses located on G, H and D Street will be able to offer expanded outdoor dining on Friday.
- There are four businesses on 6th Street that have turned in their applications and that will be forthcoming as there is more preparation from the city staff to set up the pedestrian walkways.

d. DMO starter board update

- Filing for nonprofit status box has been checked as well as bylaws have been completed and the board continues to meet weekly.
- Vice Chair Hopkins shared the starter board is almost ready to send out a press release for applications to complete the independent board.

6. Information Sharing

- a. Susan Seereiter shared with the committee upcoming workshops involving tourism interest. Destination Marketing Organization (DMO) contract with City will be discussed on March 15th. Chamber of Commerce annual update will also be given on this date.

7. Future Agenda Building for Next Meeting:

- a. Grants Pass Downs
- b. One Rogue Valley (SORED) Regional Initiative)

8. Adjournment:

- a. Meeting adjourned at 4:59 pm

Next scheduled meeting: April 6, 2021

Minutes prepared by Susan Seereiter, City Staff Liaison