

PAVE COMMITTEE
Tourism and Downtown Services
Meeting Minutes – March 7, 2019 at 1:00 pm
Courtyard Conference Room

Member Attendance:

Tyler Flaming (Chair and City Council President)
Dwight Faszler (City Councilor)
Valerie Lovelace (City Councilor) - Absent
Clint Scherf (City Councilor) - Absent
Gordon Langenbeck
Trever Yarrish
Sara Bristol - Absent
Ward Warren

Staff/Liaison/Other:

Jay Meredith (Finance Director)
Lora Glover (Parks & Community Development Director)
Jon Bowen (Tourism Director)
Adam Shults (Accounting Supervisor)

Guests:

Germaine Cartmell
Caleb LaPlante

1. The meeting was opened, members introduced, and roll taken –
 - Members Bristol, Lovelace and Scherf were not present.
2. **Appoint Committee Chair and Vice Chair**
 - Ward Warren nominated Tyler Flaming as Chair.
 - They will consider the Vice Chair nomination at the next meeting.

MOTION/VOTE

Committee Member Warren moved and Member Yarrish seconded motion to nominate City Council President Tyler Flaming as the Chair for this committee. The vote resulted as follows: “Ayes”: Members Faszler, Flaming, Langenbeck, Yarrish, and Warren. “NAYS”: None. Abstain: None. Absent: Lovelace, Scherf, and Bristol. Motion passed.

3. Develop a Scope of project –
 - Jay talked about the scope of the project. He outlined the concept of the PAVE meetings. Most of the City departments and divisions have gone through this process. It is a review of efficiency and effectiveness of the operation. Out of the recommendations from the audit, they discuss the recommendations and decide if they are right for our agency and make a strategic plan out of that data and recommendations. Input is taken from all the stakeholders including this committee, City staff, the City Council and the Tourism Advisory Committee. The recommended scope is then taken to the City Council for review and then it goes out to bid. The RFP gets advertised in the Courier, the Daily Journal of Commerce and online. Bids are reviewed and makes a contract recommendation to the full City Council.
 - Chair Flaming asked if there are problems finding someone to contract? Jay indicated there has never been a problem getting multiple proposals.
 - Member Warren asked what the contractor is charged with? What is their function? Jay explained they do the performance audit and strategic plan for the areas being reviewed. Jay put together a sample scope for the committee to review.
 - Member Warren asked if it was the PAVE committee that did the audit on Tourism when it was an in-house City department? Jay answered yes. It was

the audit committee that was predecessor to the PAVE Committee. Member Warren then asked if that information is available to this committee? Jay said it is available and is also online. Jay will send a link to members.

- After the contract is awarded, the PAVE Committee has at least one meeting with the contractor during the information gathering phase. Members can provide input through these meetings, via one on ones with the contractor, or confidentially. Staff will work closely with the contractor throughout the project. At the end of the fieldwork phase, the committee meets to review preliminary recommendations and the draft strategic plan report. In the end, the PAVE Committee votes to forward the final draft to the City Council. Consultant will make a full presentation to the Council at a workshop. Once finalized the City staff will implement those recommendations as appropriate. Not all recommendations will be automatically be implemented especially those that need significant resources.
- Member Yarrish asked what is the approximate timeline for each of the phases? Jay answered there would be at least two, maybe three, meetings to put together the scope of the project. That will be approximately one month. The RFP process will be about a 6-8-week process. The City Council process will be another 2-3 weeks. It will be two and a half months to award the contract and get started. Fieldwork phase will be 2-3 months. Final review/recommendations and reporting to City Council will be about 1-2 months. Total process will be 7-9 months.
- Member Warren asked if the committee will meet during the contractor phase? Jay said there is usually one meeting during that phase to gather input and meet the contractor. There will be infrequent meetings in the middle of the project but more meetings at the backend during the strategic planning phase.
- Member Langenbeck asked what the dollar value is and how much is the City willing to spend? Jay said the annual budget for these projects is \$100k. The other PAVE is Property Management.
- Chair Flaming asked about the separation of financial audit versus efficiency and effectiveness. Jay answered that there are financial components, but it is not a financial audit. They are not reviewing our financial statements.
- Member Langenbeck said we are not questioning if we have done the accounting right or some guy's not cheating you or not getting your 1.6 million? Jay explained we have already done an audit of our local lodging establishments. It's not a necessary component of this process. We are assuming that the lodging reports that a turned in by Jon Bowen are accurate because we have audited those already.
- Member Warren asked about the Stakeholders and contacting the Tourism Committee members. The Historic Building and Sites Commission is concerned with downtown. They discussed that if the committee feels appropriate they can address the concerns of the HBSC.
- Jay showed members a sample scope document indicating what areas need to be completed. He explained the changes since the previous audit six years ago. He also talked about working with the consultants and doing what is of best value to do for Tourism.
- Councilor Faszler asked about tourism improvement areas discussed in the last Tourism Advisory Committee meeting. He asked how he connect the two committees?

- Jay explained what a TIA (Tourism Improvement Area) is. It is a County enabling ordinance allowing industry to set up their own assessment process. That industry would then get to decide how the dollars collected will be spent.
- Chair Flaming mentioned some of the minute typing protocols to assist the minute typist.
- Member Warren asked if it is the City Tourism Director that makes the decision to place funds that are raised? Jay said the County has a lodging tax coming on the ballot in May, but it is different than the TIA.
- Member Yarrish asked if the TIA is going to the ballot? Since it seems like it is self-imposed so what does the voter have to do with that? Jon Bowen answered it is the question of should the County even have a tax? They are measuring if the citizens agree with implementing a tax.
- Jay Meredith stated there is a possibility that the TIA may not have to go to a vote since it is an industry assessing themselves.
- Councilor Faszer said it was not his intent to discuss intricacies of the County tax and TIA. He was just trying to use that as an example of how to be an effective liaison.
- Jay Meredith said they could put it into the contract they would like the pros and cons of a TIA and get input from local lodging establishments on whether they would like to have a TIA.
- Member Langenbeck mentioned the state lodging tax is about 1.6 million. By state law 30% must go to tourism then the Council sprinkles it across other departments. Do they know the potential amount of dollars before they start to prioritize?
- Jay Meredith clarified if of the money that goes to the tourism operating division we need to know approximately how much that is going to be, so we can prioritize that through this project.
- Jon Bowen said the Council, in 1993, adopted the Tourism disbursement percentages then the state legislation said any taxes had to be 70/30 tourism/administrative. Now is 30% tourism, 30% parks, etc. because they are grandfathered in. They discussed the new tax potential in relation to tourism.
- Councilor Faszer asked about having an opportunity to represent the tourism advisory and would the contractor be present in those meetings? They discussed the contractor's role and having the role of the Tourism Advisory Committee for this project. It would be discretionary on the Pave Committee.
- Member Warren wanted to know if the HBSC will have input like the Tourism Committee. He wants to speak for his perspective as others and he can be the representative for HBSC. He would also like to see the breakdown of the hotel tax revenues and expenditures.
- Member Yarrish said the with the scope we might want to focus on the audit but not necessarily the numbers of the audit. Jay said they aren't diving into the details yet. They discussed how they are looking to achieve outcomes.
- Member Warren added they he likes to see the numbers to help his vision.
- Jay asked if it would be helpful to see the line item budget of Tourism and Downtown Services? He will send that in an email.

4. Public Comment –

- Caleb LaPlante talked about tourism as we go into the future and feels excited about the specialness of the downtown and the timing that this is occurring.

5. Information Sharing –

- Jay mentioned the website that Jon Bowen has done with a lot of comprehensive information. It will keep evolving. That website is www.expgrp.com.

The next meeting will be March 15, 2019

Meeting adjourned at 2:00 pm

These minutes were prepared by Donna Anderson, City of Grants Pass Administration.