

PAVE COMMITTEE
Tourism and Downtown Services
Meeting Minutes – March 15, 2019 at 4:00 PM
Courtyard Conference Room

Member Attendance:

Tyler Flaming (Chair & City Council President)
Dwight Faszer (City Councilor)
Valerie Lovelace (Vice Chair & City Councilor)
Clint Scherf (City Councilor) - Late
Gordon Langenbeck
Trevor Yarrish
Sara Bristol
Ward Warren

Staff/Liaison/Other:

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

Guests:

Germaine Cartmell
Caleb LaPlante

1. Roll Call:

- Chair Flaming opened the meeting and took roll.
- Member Scherf was not present at this time.

2. Appoint Committee Vice Chair:

- Member Langenbeck nominated Valerie Lovelace as Vice Chair.

MOTION/VOTE

Member Langenbeck moved and Member Warren seconded motion to nominate City Councilor Valerie Lovelace as the Vice Chair for this committee. The vote resulted as follows: “AYES”: Chair Flaming, Members: Faszer, Lovelace, Langenbeck, Yarrish, Bristol and Warren. “NAYS”: None. Abstain: None. Absent: Member Scherf. Motion passed.

3. Review Minutes from March 7, 2019:

- Member Scherf arrived.
- Correction made to start time; should be 1:00pm
- Correction made to adjourned time; should be 2:00pm.
- Correction made to Adam Fulton’s name and title; should be Adam Shults, Accounting Supervisor.

Motion

Member Yarrish moved and Member Ward seconded the motion to approve the Minutes as amended. The vote resulted as follows: “AYES”: Chair Flaming, Vice Chair Lovelace, Members: Faszer, Scherf, Langenbeck, Yarrish, Bristol, Warren. “NAYS”: None. Absent: None. Motion passed.

4. Develop the Scope of Travel-Tourism and Downtown Services project:

- Jay provided an outline of the scope of services to discuss.
- There was discussion on why the need for the audit. They discussed that it was an opportunity to look at their current practices and where they want to go, and then come up with an operational plan for that department going through the Performance Audit, Vision and Enhancement Committee (PAVE) process. The

council determined it was a good time to look at Travel and Tourism. In addition, because the funds are public money, there have been questions on how the money was being used. It was stated that the audit was not unusual, as almost every other department has been audited. It was decided that now was a good time to gather that information to provide the numbers.

- The discussion continued with why the audit was being performed by a 3rd party contractor. There have been outside contractors used in the past and it was found to be more efficient. This is the first audit to performed for the PAVE Travel, Tourism and Downtown Services Project.
- Aaron stated that in 2013, he had direction from the council to look at outsourcing. They did the Request for Proposal (RFP) process and out of two bids, they chose Experience Grants Pass as their contractor.
- It was stated that since the first contract with Experience Grants Pass, the services have changed and the amount they are spending has increased, so it was the Council's decision that this is a good time to proceed.
- There was discussion regarding benchmarks. Vice Chair Lovelace would like to see benchmarks vs. other cities. Jay stated they can provide this within the scope.
- There was discussion regarding measurables and how do they pinpoint them. Member Langenbeck stated that they should look at comparables to other cities then review what Experience Grants Pass is providing and rank in order of return investment.
- Vice Chair Lovelace noted that the primary scope is broken into three parts: tourism and promotion, special events and downtown development services. It is important that the way each part is measured is specified in the scope.
- There was discussion that not all services provided have a return on investment that can be measured. Examples included the downtown Christmas tree and the 4th of July event.
- The Tourism operating budget was discussed. The contract with Experience Grants Pass makes up most of the Tourism budget; however, there are other costs that do not fall within that contract. Examples included the downtown facility on G & 6th, the contract with the Chamber of Commerce Welcome Center and some additional special events.
- There was discussion about where the money from downtown development services comes from, and could the scope include an analysis of the budget and how the funds are applied. Jay stated that it could be a part of the benchmarking they will do.
- Public safety costs for events was discussed. They would like the scope to document where the resources come from and how they are used.
- They would also like the scope to include the rate of return they get from their contract with the Chamber of Commerce for funding their Welcome Center.
- Member Yarrish asked how much control in how the funds gets spent does Experience Grants Pass have. Aaron stated there is a specific definition under

ORS 320.300 that defines how the money can be spent. Jay stated that is something they can address in the scope.

- Member Langenbeck stated that the Experience Grants Pass RFP is hard to define as it doesn't have any hard deliverables. There was discussion that the RFP does include some dedicated dollar amounts for certain events that include the Christmas Tree, 4th of July and Back to the 50s.
- There was discussion about whether there was any overlap between the City and Chamber of Commerce in the promotion of events. Aaron stated that the Greater Grants Pass Josephine County Chamber of Commerce is responsible to its members, not specifically to the downtown.
- Member Bristol stated she would like an analysis regarding what events are being funded and an impact statement of attendance. For example, community members vs. visitors. There was discussion about what events were considered community events and what were considered tourist events. Jay stated that all the events will be listed in an impact statement.
- Aaron reiterated that their main goal is to look at the RFP and come up with what they want from deliverables and that the information they are looking for will come through this process.
- Jay stated that this has been a great discussion and the more specific they can be with the scope the better, so proposers know what they are getting into.
- Member Warren suggested that they go down the list of items and be ready to provide feedback at the next meeting.
- There was discussion regarding that last audit. It would be beneficial for the committee to review it to see if they had accomplished the goals set at that time. It was clarified that the benchmarking found in the last report was also part of the last scope.

5. Public Comment –

- Jon Bowen stated that destination management is a large portion of what Experience Grants Pass does. This helps with community building and economic development. The tourism aspect integrated with what the City is offering helps to building community service and pride.
- Jon also stated that his cost reports are detailed and posted on the City website.

The next meeting will be April 9, 2019 at 4:15 PM.

Meeting adjourned at 5:06 PM

These minutes were prepared by Julia Wright, City of Grants Pass Administration.