

PAVE COMMITTEE
Tourism and Downtown Services
Meeting Minutes – April 9, 2019 at 4:15 PM
City Managers Conference Room

Member Attendance:

Tyler Flaming (Chair & City Council President)
Valerie Lovelace (Vice Chair & City Councilor)
Dwight Faszer (City Councilor) – Absent
Joel King (City Councilor) – *Filling in for Dwight*
Clint Scherf (City Councilor)
Gordon Langenbeck
Trevor Yarrish
Sara Bristol
Ward Warren

Staff/Liaison/Other:

Jay Meredith (Finance Director)
Lora Glover (PCD Director) – Late
Susan Seereiter (Business Advocate)
Aaron Cubic (City Manager)

Guests:

Citizens:
Germaine Cartmell
Caleb LaPlante

1. Roll Call:

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

2. Introductions:

- Susan Seereiter, Business Advocate
- Aaron Cubic, City Manager
- Caleb LaPlante, Citizen
- Germaine Cartmell, Citizen

3. Public Comment:

- Caleb LaPlante stated he is attending because of his involvement in the Balloon Festival and the Santa Run, which is a new event that he has presented to the Tourism Advisory Committee.

4. Approval of Minutes:

- Approval of Minutes from March 15, 2019.

Motion

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

Motion passed.

5. Action Items:

a) Review draft scope of the Travel-Tourism and Downtown Services project and provide further input on project scope from various project stakeholders.

- Jay introduced the draft scope of the Tourism Promotion in Downtown Development Services performance audit and operations plan to discuss.
- The purpose of the scope is to give direction to proposers.
- The scope draft was created from input collected from committee members and other stakeholders.

- It is up to the committee to make recommendations on adding or removing details to develop the final scope. Once they complete this process, they will make a motion to send the recommended scope to the City Council. Once approved by the Council, it will go out to bid.
- There was discussion about the committee taking an additional week to review the draft scope before they make their recommendations
- Jay stated that the time frame to complete this process is up to the committee.
- Member Ward stated he would like to look at the income and expenses from each event, and he believes they should consider sponsorships to help fund these events.
- Jay gave a breakdown of the draft scope and remarked that he believes it addresses some of Member Ward's concerns.
- Lora Glover arrived at the meeting.
- There was discussion about adding language that addresses sponsorships, as well as other ways to generate income, into the scope. For example, concessions.
- The discussion continued with how sponsorships work for city-owned events like Back to the 50's.
- There was discussion that section two of the draft scope addresses many of the concerns the committee was debating. For example, it mentions investigating investment levels of special events, special events financials and operating analysis.
- Member Yarrish asked how money for events was accounted for. Jay stated money that the City provides to Jon Bowen for General Tourism Promotions services is all accounted for in the quarterly reports that he provides.
- They discussed how the RFP (Request for Proposal) and contractor selection process would work.
- Jay explained the process for going out to bid and stated they could add a phrase to the RFP that addresses analysis opportunities to enhance sponsorships for city-managed events.
- There was discussion about how they would prioritize services with the contractor that they'd like to see brought back to downtown. For example, a monthly newsletter. Jay stated he will add that to the downtown services section of the scope.
- Chair Flaming stated that while he encourages the free-form conversation today, he would like to go over each section of the scope in more detail at the next meeting.
- Aaron went into more detail about the purpose of the committee, encouraging them to focus on reviewing the scope document and deciding what deliverables they are looking, so they will be able to choose the right company to help them accomplish their goals.
- Member Yarrish asked what goals and outcomes are wanted by the City.
- Aaron stated that the Council defines the outcomes, which currently exist as a contract for travel and tourism events and a separate contract for downtown services.

- Jay stated he can provide copies of these contracts to the committee.
- Jay continued the conversation, stating that this scope is primarily for the performance audit portion of the PAVE (Performance Audit, Vision and Enhancement) committee. The findings here drive the second part of the process, which is visioning.
- Jay clarified that after they go out to bid, the proposals will be given to the committee for review before they make their recommendation to the Council.
- There was discussion about opt out clauses in the contract between the City and Jon Bowen. Aaron stated he believes it is either 30 or 60 days.
- There was discussion to explain the City's strategic plan versus its operational plan. The Council does the strategic planning and the contract with Experience Grants Pass is the operational plan, which is how they operate to accomplish the goals of the strategic plan.
- Aaron stated that if something is missing from the strategic plan, the visioning and enhancement portion of PAVE will make recommendations on where they may want to continue spending additional strategic planning resources.
- The committee discussed how they would select a contractor and what areas of experience they think are important. For example, tourism, events and downtown services.
- Jay stated that they have a standard scoring process with an emphasis on the specific experience in the areas desired by the committee.
- Member Langenbeck asked where the RFP will be advertised. Jay stated the advertise on the City's website, Daily Courier, Daily Journal of Commerce, and they also researched firms and reach out to them directly, as needed.
- Chair Tyler asked if there were any closing comments.
- Jay stated that after they complete this process, they will have a thorough review of the draft, then they will send their report to the City Council. After that process, any recommendations that require additional resources will be added to the overall strategic planning process that happens in December/January.
- There was discussion that recommendations from past audits were not necessarily adopted or approved by the council.

6. Matters from Committee Members and Staff:

- None.

7. Future Agenda Building and Set Date for Next Meeting:

- Review scoping document and address items discussed today.
- The next meeting will be April 16, 2019 at 4:15 PM.

8. Adjourn:

- Meeting adjourned at 5:20 PM.

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