

TOURISM ADVISORY COMMITTEE
Meeting Minutes – June 4, 2019 at 4:00 pm
Courtyard Conference Room

Committee Members:

Barbara Hochberg (Chair)
Wynnis Grow (Vice Chair)
Terry Hopkins
Robert Hamlyn – Absent
Tamara Bushnell
Doug Bradley – Late
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) – Late
DJ Faszer (City Councilor) – Late
Josie Molloy (Chamber Liaison)

Guests:

Darin Fowler (County Commissioner)

1. Roll Call

- a. Chair Hochberg opened the meeting at 4:01 pm and took roll.
- b. Councilor Faszer was not present at this time.
- c. Jon Bowen was not present at this time.
- d. Member Bradley was not present at this time.

2. Introductions:

- a. None.

3. Public Comment:

- a. Darin Fowler, County Commissioner, stated that SOREDI (Southern Oregon Regional Economic Development) has hired a consultant to put together a regional plan for Jackson and Josephine Counties. The consultant's evaluation will be completed by November and they will roll it out next Spring.
- b. Councilor Faszer arrived.

4. Approval of Minutes:

- a. Approval of minutes from May 7, 2019.
- b. It was noted that Vice Chair Grow should not have been listed as absent, and Member Hamlyn and Jon Bowen should have been listed as absent.
- c. Member Hopkins asked for clarification on item b, bullet #2:
 - i. It should be noted that the event was for ORLA (Oregon Restaurant & Lodging Association).
- d. Jon Bowen arrived.

Motion

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

5. Work Session Items:

a. Art Along the Rogue Theme

- Jon Bowen is working on options but would like feedback from the committee.
- The committee provided theme suggestions that included Film Noir, All Jazzed Up, and Bounty of the County.

b. Alley Activation Events

- Susan stated she wanted feedback from the committee on how the process will work.
- Jon gave a summary on how Alley Activation began in Grants Pass.
- There was discussion about the three alleys being used, which are located next to The Haul, King Jeweler, and the old Golden Rule building/Redwood Parking Lot.
- There was discussion about the pros and cons of using food trucks.
- There was discussion about having more involvement from the City.
- Jon and Susan will continue to communicate with Lora Glover, Parks & Community Development Director, to keep this process going.
- There was discussion about other events that could utilize the alleys.

c. Oregon 21 Discussion

- There was discussion about the International Association of Athletics Federation (IAAF) World Championships Oregon21 that is coming to Eugene, Oregon in 2021.
- Jon discussed the project he is working on to have Grants Pass host a foreign country for training.
- Josie stated the Chamber of Commerce has started the application process and would like to work with Jon.

d. Jon Bowen Report

- He provided an update on the Back to the 50's and Fourth of July events.
- He discussed the Great Race that is going on this month.
- He is exploring new ways to advertise through social media.
- He is coordinating with RVCC (Rogue Valley Classic Cruisers) on Back to the 50's.
- He met with Sam Engel with AllCare to discuss Rapture Creek Farms and promoting agriculture.
- He stated they are still working on the build-out of the Welcome Center office.
- He stated they will begin promoting Porch Fest, which is on the 15th.
- He had attended the Travel Southern Oregon board meeting at the new State Welcome Center.
- The Puget Sound Antique Airplane Club are flying into the Grants Pass airport on the 9th.
- There was discussion about the Airport Days event on the 15th.
- He stated they have been adding new articles on the website.

6. Information Sharing:

a. Items from Staff

- Susan will be responsible for summarizing minutes, starting at the next meeting.

- She discussed an upcoming Public Forum on June 18th from 4:00 – 6:00 PM, where they will be asking for feedback on the Downtown Master Plan.

b. Items from Committee Members

- There was discussion about making a motion to add a County Liaison to the committee. It was confirmed that it is being voted on by Council on the 5th.
- Chair Hochberg stated that Art In the Garden is this weekend.
- There was discussion about the Southern Oregon Corvette Association that is coming July 12th – 14th.
- Vice Chair Grow mentioned Race Day at the horse races.
- There was discussion about the 5th Street Plaza street lights.
- Member Bradley discussed ways to notify hotels about tourism activities.

c. Items from City Council Liaison

- Councilor Faszler discussed Alley Activation.

7. Future Agenda Building for Next Meeting:

- Discuss the Planning Meeting.
- Art Along the Rogue.
- Brainstorm incentives to encourage businesses to stay open later for the summer.
- Discuss what makes a good downtown for tourism.

8. Adjournment:

- Meeting adjourned at 5:03 pm

Next scheduled meeting: Tuesday, July 2 , 2019 at 4:00 pm.

Minutes prepared by Julia Wright, City of Grants Pass Administration.