

PAVE COMMITTEE
Tourism and Downtown Services
Meeting Minutes – June 6, 2019 at 4:15 PM
Courtyard Conference Room

Member Attendance:

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

Staff/Liaison/Other:

Jay Meredith (Finance Director)
Lora Glover (PCD Director) – Absent
Susan Seereiter (Business Advocate) – Absent
Jon Bowen (Contracted Tourism Director)

Guests:

Germaine Cartmell, Citizen

1. Roll Call:

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

2. Introductions:

- None.

3. Public Comment:

- None.

4. Approval of Minutes:

- Approval of Minutes from April 9th and 23rd.

MOTION/VOTE

Vice Chair Lovelace moved, and Member Yarrish seconded the motion to approve the minutes from April 9, 2019 and April 23, 2019 as presented. The vote resulted as follows: “Ayes”: Chair Flaming, Vice Chair Lovelace, Members Langenbeck, Yarrish and Warren. “NAYS”: None. Abstain: None. Absent: Councilors Faszer and Scherf and Member Bristol. 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.

- A question was asked if something was added to the last section to instruct the contractor to look at all income and expense. Jay stated yes.
- There was discussion about the job function of the committee members versus that of the contractor they will hire.
- Councilor Faszer arrived
- Vice Chair Lovelace asked that the language in the paragraph titled “Review of all program expenditures” be edited for clarity.
- Chair Flaming stated that the committee will have one-on-one time with the contractor they interview to express additional comments/concerns.
- There was discussion about adding additional language to the section titled “Internet and Traditional Advertising.”

- There was discussion about the auditing process as they review the contractor's report.

II) Tourism strategic plan – Special Events in Grants Pass

I. Investment Levels in Special Events

- The committee discussed the events listed.
- There was some discussion about horse racing and the possibility of adding it to the list.
- There was discussion about the how costs and income for City-sponsored events are being reported.
- Chair Flaming clarified that as a non-committee member, Jon Bowen's comments should be given during the Public Comment section of the meeting.
- There was extensive discussion about the current model being used to manage events and if it is the right one for the City.
- The discussion returned to accountability regarding costs and income reporting.
- The committee decided to add Rally on the Rouge and First Friday Live to the list.

II. Special Events financial and operation analysis

- The committee wanted to include "sponsorships" and "concessions" in the first sentence.
- There was continued discussion about asking the contractor to provide the best model to run these events.
- There was discussion on who owns the events and where the income goes.
- There was discussion about what benchmarks are looked as part of the analysis.
- They discussed fees and who is responsible for providing public safety at events.
- Jay recommended adding language to reference the City's level of support for events.
- Jay was asked about the difficulty in pulling various City costs for analysis.
- Jay stated that if they wanted the contractor to document the level of City support, like police overtime and other various costs, that would take a significant amount of time.

III. Return on Investment

- Member Warren stated that he was told that citizens were being charged \$10 each for chalk at Art Along the Rogue.
- Jon stated that was incorrect; chalk is \$5 per person.
- The committee had no changes.
- Jon provided additional information on how his contract with the City works.
- Jon also recommended that there should be an analysis about the resources he receives from the City.

- There was discussion about the possibility of having downtown services, events, and advertising either managed by different people or broken up into separate RFPs (Request for Proposals).
- Jay stated that when they have the contractor and start the project they will be able to express their comments and concerns to the contractor.

6. Matters from Committee Members and Staff:

- None.

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

- The next meeting will be June 19, 2019 at 2:00 PM.

8. Adjourn:

- Meeting adjourned at 5:47 PM.

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