

PAVE COMMITTEE
Tourism and Downtown Services
Meeting Minutes – June 10, 2020 at 2:30 PM
Online Meeting and in Courtyard Conference Room

Member Attendance:

Tyler Flaming (Chair & City Councilor)
Valerie Lovelace (Vice Chair & City Councilor)
Dwight Faszler (City Councilor) (absent)
Clint Scherf (City Councilor) (absent)
Gordon Langenbeck
Trevor Yarrish
Sara Bristol
Ward Warren

Staff/Liaison/Other:

Jay Meredith (Finance Consultant)

Guests:

Josie Molloy
Doug Bradley

1. Roll Call:

- Chair Flaming opened the meeting at 2:32pm and took roll. All but two members were in attendance.

2. Introductions:

- None.

3. Public Comment:

- None.

4. Approval of Minutes (6-3-20 minutes)

MOTION/VOTE

Councilor Lovelace moved, and Member Bristol seconded the motion to approve the minutes from June 3, 2020 as presented.

The vote resulted as follows: “Ayes”: Chair Flaming, Vice Chair Lovelace, Members Langenbeck, Bristol, Yarrish and Warren. “NAYS”: None. Abstain: None. Absent: Councilors Faszler and Scherf.

Motion passed.

5. Action Items:

a) Online meeting to continue discussion of draft Tourism/Downtown project report from consulting firm DMOpz. Continue to discuss findings, recommendations, and the status of the draft report with DMOpz.

- Terri and Bill from the contractor DMOpz began the discussion by addressing the comments that the committee had from the meeting in the previous week where the draft report continued to be reviewed. Discussion included the level of emphasis of the Downtown in the report, the potential mix of board members if the City were to create a new 501c6 organization, and examples of world class tourism, downtown, and special events focused cities.
- Examples of world class Cities in the three major areas of this project would be hard to compare to Grants Pass because of budgetary and size differences. However, Newport Beach, CA is best in class for Destination Marketing, Des Moines, IA for Downtown, and

Spartanburg, SC as best in class for hosting events. The committee expressed it would be helpful to have some general comments about what makes for world class in each of these areas for our community to help see a vision of where we can go in these areas.

- DMOproz and the committee discussed other questions such as preferred benchmarks, how to better market Grants Pass to foreign countries, how DMO services are provided among the City's peers, how common is it for the local Chamber to also be the DMO, questions about indirect and administrative costs in the Tourism budget, and certain questions that were posed by Josie of our local Chamber.
- The Committee discussed potential days for DMOproz to come back for a final City Council presentation and whether an additional committee meeting is needed to finish the review of the report. Jay mentioned that once the Committee is happy with the status of the draft report, an official vote should be made to finalize the report and forward the report to the City Council.

MOTION/VOTE

Councilor Lovelace moved, and Member Yarrish seconded the motion to finalize the Tourism/Downtown report and with the final recommended changes discussed today.

The vote resulted as follows: "Ayes": Chair Flaming, Vice Chair Lovelace, Members Langenbeck, Bristol, Yarrish and Warren. "NAYS": None. Abstain: None. Absent: Councilors Faszler and Scherf.

Motion passed.

6. Matters from Committee Members and Staff:

- None.

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

- The Committee has completed its duties and this was the final meeting.

8. Adjourn:

- Meeting adjourned at 4:04 PM.

These minutes were prepared by Jay Meredith, staff liaison for the committee.