

TOURISM ADVISORY COMMITTEE
Meeting Minutes – August 4, 2020 at 4:00 pm
City Council Chambers

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg
Tamara Bushnell
Wynnis Grow
Sara Bristol
Rebecca Anderson
Lany Sullivan
Mandi DelVaglio- Absent

City/Staff/Chamber/Council Liaisons:

Susan Seereiter (City Business Advocate)
Lora Glover
Steven Sabel
DJ Faszer (City Councilor)
Josie Molloy (Chamber Liaison)
Darin Fowler (County Liaison)

Guests:

Brad Niva
Germaine Cartmell
Lauren Bishop (Daily Courier)

1. Roll Call

- a. Doug Bradley started meeting with roll call at 4: 00 PM

2. Introductions:

- a. None

3. Public Comment:

- a. None

4. Approval of Minutes:

- a. Approval of minutes from July 7th and July 21st, 2020.

Motion

Member Sullivan moved, and Member Grow seconded the motion to approve the July 7, 2020 minutes. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, Anderson, Grow, Sullivan and Bristol. “NAYS”: None. Abstain: None. Absent: Member DelVaglio.

The motion passed.

Motion

Member Bristol moved, and Member Anderson seconded the motion to approve the July 21, 2020 special meeting minutes. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, Anderson, Grow, Sullivan and Bristol. “NAYS”: None. Abstain: None. Absent: Member DelVaglio.

The motion passed.

5. Work Session Items:

a. Q & A Tourism Recovery District (TRD) and County Lodging Tax proposal

- Brad Niva gave the committee a presentation and background on the landscape of tourism in the region
- Brad shared with the committee the SOREDI One Rogue Valley strategic plan which includes tourism.
- One of the biggest hurdles in destination marketing for Southern Oregon is lack of funding.
- Currently, Josephine County is ranking one of the highest occupancy rates in Oregon which is exciting news.

- Brad shared the current lodging taxes collected within the surrounding region.
- He is proposing a 2% TRD tax for both Josephine and Jackson County.
- The difference is that it would only be for 4-5 years, it would disappear if it was not something that the board wanted to continue.
- This is a board that would be run by hoteliers.
- Brad shared statistics of how this TRD is working in other regions.
- Brad continued to explain how the process would work.
- Commissioner Fowler shared that the County is choosing to wait to move forward with the County Lodging Tax proposal until May of 2021.
- The parks, airports and fairgrounds would all benefit from a lodging tax in the County.
- Commissioner shared that the revenue would be helpful to the County.
- A workgroup will be formulated to discuss this proposal for the ballot.
- Member Bristol inquired how the funds would be distributed and what amount would be allocated for marketing.
- Commissioner replied that 70% would be dedicated to tourism.

b. Tourism Committee recommendation regarding Tourism Recovery District

- Chair Bradley asked if the committee would like to entertain a motion.

Motion

Member Bristol moved, and Member Sullivan seconded the motion to support the pursuit of the Tourism Recovery District and that the funds would be dedicated to tourism. The vote resulted as follows: “AYES”: Chair Bradley, Members Hochberg, Bushnell, Anderson, Sullivan, Grow, and Bristol. “NAYS”: None. Abstain: Vice-Chair Hopkins. Absent: Member DeVaglio. The motion passed.

c. Update on recommendation list for independent board for tourism

- A list was provided to the committee on an accumulation of recommendations for the 501 c (6) independent board.
- Tourism committee and others had contributed to the list.
- Josie shared that Jag was no longer with Fort Vannoy Farms.

6. Information Sharing:

- a. Chair Bradley encouraged members to write a letter to representatives to reinstate the 1.8% state tax for lodging.

7. Future Agenda Building for Next Meeting:

- a. Josephine county Fairground/YMCA updates
- b. TMB Racing
- c. Mike Dennis from Dutch Bros

8. Adjournment:

- a. Meeting adjourned at 4:42 pm

Next scheduled meeting: September 1, 2020 at 4:00 pm.

Minutes prepared by Susan Seereiter, City Staff Liaison.