

Tourism Advisory Committee

August 10th 2023

8:00 am

Minutes

Approved: _____

Janet Haroian

Date: _____

9-14-23

1. Roll Call:

Present

Janet Haroian
Charlene Blair
Kathryn Biarkis
Lisa Bohannon
Sara Berkbigler
Kimberli Goodner
Amanda Eckert
Karl Krachenberg

Absent:

Rich Walker
Craig Becker

Others:

Grace Pellock
Cathy Hensley
Elizabeth Grant

II. Public Comment- none

III. Approval of Minutes –

- a. July 13, 2023 minutes approved.

IV. Administrative

- a. Tourism Advisory Plan.

Discussed PGAV bid. The cost is \$50,000 so other bids will be sought. James spoke with Bill Geist of DMO Pros regarding their tourism plan and what is included. DMO Pros is a 9-to-12-month process. This time allows for seasonal variations, such as shopping events, and a more detailed assessment. The proposed cost is \$30,000 to \$50,000 depending on the choices. These

choices include up to four focus groups and a SWOT analysis. It is possible that some existing crossover data may be used in the analysis. Amanda will bring in hotel data from a global hotel data collection system that is used by her company. James will meet again with Bill with a budget of \$30,000 to spend and determine what "ala carte" services can be provided for this price. There would also be a clause in the contract for renegotiation and corrections. \$30,000 covers a proposed 2-year time span unless the TAC requests the city allocate additional funds for the TAC Tourism Plan to cover additional programming sought in the contract.

A brief discussion was also had regarding correlating work between GRRT and the city as we embark on the development of a tourism plan since they are doing one at the same time. James noted that DMA Pros know Cory Jobe.

b. Community Calendar. Penny Weaver at the Intelligencer has a target date of August 14th to get the community calendar in place.

c. City Marketing. No new information

d. Campus to Community Committee- There is a back-to-school welcome event scheduled Sept. 14th. The theme and focus will be "Walk and Wheels". The TACs role in the campus to community efforts has yet to be fully determined.

There is also a pep rally scheduled for October 12th in City Park. The set-up activity for the Que and Brew event on October 13th and 14th may present some congestion issues at the park.

e. Public Survey- The survey will fall under the DMO Pro proposal since they will be used to conduct the survey.

e. Review and Apply for Tourism Grants- There is a 3rd round of funding tied to GRR for Route 66 specific events.

V. Old Business None

VI. New Business

a. The West End service station receives 50 to 70 visitors per weekend.

b. Business would like to display the QR code in their stores. Rich to provide a resource for this at the next meeting.

VII. Adjournment

The meeting was adjourned at 0920.