



April 15, 2014 Tourism Retail Advisory Committee Meeting Notes

Members:

| | | |
|----------|----------|---------|
| Brandon | Jody | Paul Z |
| CJ | Jon | Rick |
| Debbie | Judy Ann | Scott B |
| Edd | Kathy | Scott V |
| Fletcher | Ken | Sinny |
| Greg | Matt | Vince |
| Jim | Paul D | |

* Members in red were unable to attend

OBT Staff Present:

Rob
Stacey
Mike

Meeting start: 7:05 AM

Time of adjournment: 9:20 AM

- TRAC - objectives, expectations, roles and responsibilities
 - It was agreed that the new body representing members from both the tourism and retail sales funds would be called the Tourism Retail Advisory Committee, or TRAC.
 - The joint body does not imply that funds will be co-mingled – funds will continue to be administered separately and the group will review both fund budgets monthly.
 - Meetings will take place from 7 until 9 am monthly in the Cascade Meeting Room. The group will meet regularly on the third Tuesday of each month; however, a recommendation was made by Greg to keep dates flexible due to unavoidable scheduling conflicts. In that spirit, the May meeting will occur on May 13.
 - There was no conversation regarding attendance, but it is reasonable to expect regular attendance. The group may elect to have a conversation about setting attendance parameters at a future date.
- OBT activity update
 - Special events: AFF was a success; special event assistance applications are due by April 15; the special event committee (comprised of TRAC members) will recommend assistance level.

- Data analytics: All information has been gathered and submitted and the report is due in May.
- Mobile app is now available for download for Apple and Android systems. A formal May launch and announcement is planned.
- Transit study will be completed by May 9.
- Videography RFP generated five proposals which are currently being reviewed.
- Visitor Center: Outdoor sign project was awarded to Montrose Signs; lobby changes scheduled to improve visitor experience; outdoor water fountains scheduled for May installation; Official Montrose Vacation Guide underway (Daily Press was awarded the projects/3 bids received); map nearly completed; way finding signs could be part of a larger project. There was conversation about the bi-annual nature of the publication with some citing advantages for two annual editions and some providing argument for a single publication. This topic should be discussed more thoroughly in the near future.
- Discussion
 - TRAC objectives and responsibilities – the group began the conversation of what the TRAC ought to be doing. This is a living list:
 - Cooperative effort of business owners of the retail and tourism segments to come together to give ideas on how to enhance and increase retail sales and tourism
 - Help formulate, on a larger scale, what programmatic areas ought to receive more focus
 - Be ambassadors and points of contact
 - Let the public know what's going on and bring back valuable input to the group
 - Group is in advisory capacity and members have been asked to serve in order to represent the various parts of the city and retail/tourism sectors; however, more effort will be made to increase participation and to encourage more focused and productive meetings. Group does not want to feel like they don't matter – they want to be involved and to be able to represent OBT activities to their colleagues and to ensure that the city and the community benefits.
 - Rob provided examples of how the committee members had already influenced OBT activity when one member said that "it sounds like we don't have a say and we have not done anything."
 - Creating tourism kiosks
 - The Official State Vacation Guide co-op program advertising effort
 - The merging of the two groups to increase efficiency, transparency, etc.
 - Consideration should be given to the mandatory five minute digital sign change rule since "you drive by in ten seconds" and "No one has time to set in front of a sign for five minutes to see what else is available." Kathy replied that this is a council decision. Five minutes is the limit set by council and the new council may decide otherwise.
 - Kathy suggested that the names of the group members be posted on the OBT website. Greg agreed it was a good idea and the majority of the group also concurred. It was decided that the OBT website would be updated to include name/address/email of all TRAC members since if people know who the representatives are they can come to them with questions.

- Debbie asked if meeting packets could be included in an e-mail to the group ideally two weeks before the following meeting so members could prepare their questions in advance and there would be more time for discussion.
- Greg will conduct future meetings beginning with the May 13 meeting. Rob and Greg will determine the agenda. Rob will represent the OBT and invite certain other staff, as needed, and will provide an executive summary at the beginning of each meeting. The bulk of the meeting will be reserved for discussion of projects, program direction, etc.
 - The topic of a suggested Montrose Wi-Fi program was introduced and can be on the May agenda.
 - The group wants to focus on July 4 activities and a more detailed presentation of the Adventure Film Festival outcome for the May meeting
- Monthly expenditure documents will be updated
 - Salary and benefit information will be condensed
 - Anything we spend money on a regular basis needs to be explained in the financial statement; therefore, other line items will be expanded: Activity codes will be added for RSE advertising, professional and contract service, programs and business district special project line items. For the TP fund, advertising, professional and contract service and program activity codes will be added.
 - Paul suggested that a sub-committee be created to help establish the annual OBT budget.
- Monthly meeting notes are to be posted to the site. Once the budget document changes are made, monthly financial reports will also be posted to the site.
- By and large, the discussion was spirited and many good ideas emerged. It was agreed that the OBT has done a very good job in the past year and the tremendous strides have been made.