

## *Travel Medford Tourism Council*

Travel Medford spent January and February preparing for the last half of the fiscal year with the Tourism Council. The team is working on the re-brand, the SOSC "Know Your Role" campaign, agritourism, wayfinding signs and moving the information desk at the airport. The Tourism Council welcomed two new members in January: Jason Foster, from the Rogue Valley International-Medford Airport, and Alex Poythress, the City of Medford Council Liaison. They are excited to serve on the committee. The Travel Medford quarterly report was presented to the City. Staff attended a Parks & Recreation study session at the City to hear a presentation regarding the potential of future mixed-use facilities and other upgrades in the que. Travel Medford was represented by staff members at several meetings regarding the issue of smoke in the valley. Matthews will participate on the Chamber Natural Resources Action Committee. Updates on the Community Partnership Fund were given by Nguyen. Regular updates regarding who has applied, when their event is, how much they asked for, how much they received and the fund balance will continue to be a topic at the Tourism Council meetings. Travel Medford officially formed an Events Committee that proudly announced the new event they will hold in October 2019. This event celebrates the rich assets of our valley as we transition from the bounty of summer to the fall harvest. The Siskiyou Welcome Center opening was delayed until June.