

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – March 14, 2019

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Sonya Billington, Barbara Ciaramella, Matt Honeycutt, Bob Pieper, and Skip Watwood

Absent: Tim Kennedy, Dane Tippman

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Matt Honeycutt to approve the minutes of February 14, 2019; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

- a. **Spectrum Digital Campaign** – Brian Marchant returned to present the digital advertising campaign information with targets the Shasta and Tehama Counties areas of northern California at \$500 per month. Committee discussed appropriate timing to ensure the most seasonal advertising. **Motion made by Barbara Ciaramella to start the Spectrum Digital Campaign in April and to continue for six months thru September 2019; motion seconded by Sonya Billington. Committee voted and the motion carried unanimously.**
- b. **Wild Rogue Relay Event Proposal** – Jay Trost presented event proposal requesting \$2,000 in TOT funding. Event brings many people to the area who stay over and eat in restaurants. **Motion made by Bob Pieper to grant \$2,000 in TOT funds to the Wild Rogue Relay event; motion seconded by Skip Watwood. Committee voted and the motion carried unanimously.**
- c. **Azalea Festival Event Proposal** – David Allen and Staci Barr presented event proposal requesting \$3,950 in TOT funding for the 80th Azalea Festival which has been designated by the state as a Heritage event. **Motion made by Sonya Billington to grant \$3950 in TOT funds to the Azalea Festival event; motion seconded by Skip Watwood.** Committee questioned event expenses and requested more event details which have not been completely solidified. To encourage out of town attendance committee suggested advertising and social media. **Committee voted 3-1-1 with Bob Peiper voting no and Barbara Ciaramella abstaining; the motion carried.**
- d. **TPAC Letter to City Council to support Annual Budget Line Items** - Committee discussed submitting the letter to City Council but questioned the intent and need. Bob Pieper advised he would not support submission. **Motion made by Skip Watwood to table item until the next meeting for further consideration; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**

5. INFORMATIONAL ITEMS

- a. **OCVA Update** - Dave Lacey presented information on the Oregon Coast Visitors Association (OCVA) which the City is currently a member of and the registered Destination Marketing Organization (DMO) for this area. Explained OCVA's goals are to expand

marketing and encourage visitors to the southern Oregon coast, and detailed the benefits provided which include media exposure, south coast event sponsorship and fund allocation.

b. Recent Council Actions

I. Lauri Ziemer advised that City Council approved the Festival of Art in stout Park event funding in the amount of \$1,000.

c. TPAC Budget – Committee reviewed the remaining budget amounts.

6. Committee Comments on Non-Agenda Items – None

7. SCHEDULE NEXT MEETING – Next meeting scheduled for April 11, 2019.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:40 pm.

Respectfully submitted,



Tim Kennedy-- Vice Chair
(approved at April 11, 2019 meeting)