

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – May 9, 2019

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Bob Pieper, Skip Watwood

Absent: Sonya Billington, Dane Tippman

Also present: Staff Committee Liaison Lauri Ziemer

Motion made by Skip Watwood to add KTVL Marketing to agenda as item #4c; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.

2. APPROVAL OF MINUTES –

Motion made by Barbara Ciaramella to approve the minutes of April 11, 2019; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.

- 3. Public Comment** – Mike Fredericks-Carr of Chetco Brewery commented that he did not believe TPAC funding should go to groups limiting event attendance to people belonging only to specific organizations; that TPAC funding should be considered for more out of season events; and spoke in support of the proposed Live Culture event.

Leslie Wilkinson commented that she was in support of the upcoming agenda item for KTVL marketing that promotes tourism marketing.

Jim Newman commented that he was also in support of the proposed Live Culture event.

4. ACTION ITEMS

- a. Live Culture Coast Event Proposal** – Kathleen Dickson provided update information. They did not receive Wine Country grant funding but have solidified funding from other sources. They will be marketing the event throughout Oregon, northern California and the Bay area and are estimating attendance at 1000 people for the first year. They have several local businesses and organizations willing to participate and provide “experiences” for the event and are encouraged by the support they are receiving. Committee wondered if the event would draw the number of people projected to attend over the ten day event and how many people would continue on down the coast. Also discussed the \$5000 requested being a large amount of money for TPAC to give to one event. Committee wanted to discuss the TPAC budget and goals at a TPAC workshop before committing to fund. **Motion made by Skip Watwood to table item until the June meeting for further consideration; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.**
- b. TPAC Letter to City Council to support Annual Budget Line Items** – item tabled.
- c. KTVL Marketing Presentation** – KTVL reviewed information they previously presented on marketing events year round and their ability to reach audiences through television, streaming and social media. They can adjust services to fit budget and target reach areas. It is also possible to allow private businesses the opportunity to buy in at a reduced rate to tag onto an event ad if TPAC would be the major supporter. Committee interested in

discussing further at the workshop. **Motion made by Matt Honeycutt to table item for further consideration; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.**

5. INFORMATIONAL ITEMS


- a. Schedule TPAC Workshop** – Committee scheduled TPAC workshop for May 20th at 4pm. Workshop agenda items to include: TPAC functions, duties and responsibilities; ORS Tourism definitions; TPAC budgeting; and frequency of TPAC meetings.
- b. Recent Council Actions** - Lauri Ziemer advised that City Council approved the Fun'd the 4th event funding in the amount of \$5000.
- 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 June 13, 2019.

8. ADJOURNMENT – with no further business the meeting adjourned at 5:30 pm.

Respectfully submitted,


Skip Watwood, Chair

(approved at June 13, 2019 meeting)