

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – June 14, 2018

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Sonya Billington, Dane Tippman, Bob Pieper, Barbara Ciaramella, and Skip Watwood.

Also present: Parks & Planning Manager Tony Baron and Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Motion made by Dane Tippman to approve the minutes of May 10, 2018, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

3. Modification to Agenda

Motion made by Dane Tippman to add Salmon Run Occasion Hall to the agenda as Item 4d, motion seconded by Sonya Billington and Committee voted; the motion carried 5-0-1 with Candice Michel abstaining.

4. Public Comment – There was no one present to address the Committee on non-agenda items.

5. ACTION ITEMS

a. Spectrum Digital Campaign – Amber Aguirre presented

- Committee discussed target market, timing and package, and budgetary constraints
- Committee requested Ms. Aguirre to provide comparisons of the Rogue Valley market versus the Redding, California market

Motion made by Candice Michel to renew the contract at a \$3,000 level for a six-month period and a second six-month period, motion seconded by Bob Pieper; following budgetary discussion and information regarding other marketing campaigns the Committee would be considering at the July meeting, Candice Michel withdrew her motion.

Motion made by Dane Tippman to table the item, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

b. Wild Rogue Relay – Tony Baron presented.

- Requesting \$2,000 in TOT funding

Motion made by Dane Tippman to grant \$2,000 in TOT funds to sponsor the Wild Rogue Relay event, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.

c. Tank of Gas Campaign

Motion made by Dane Tippman to table the item, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

d. Salmon Run Occasion Hall – Tony Baron presented.

- Committee discussed budgetary concerns and potential benefits of the facility

***Motion made by Dane Tippman to recommend to Council to approve a \$10,000 allotment per year for five years from TOT funds to purchase a metal building occasion hall facility at Salmon Run Golf Course, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.**

5. INFORMATIONAL ITEMS

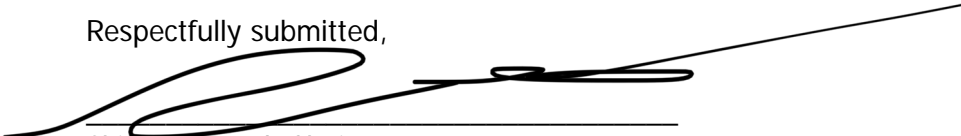
- a. **Elmo Williams Day Event Evaluation** – Event coordinator Carolyn Milliman submitted a ‘thank you’ card and reimbursed the Committee \$100 from the event.
- b. **Event Calendar** – not presented
- c. **Recent Council Actions** – Teri Davis presented
- d. **Budget Status & Internet Hit Info** – Committee reviewed the budget status and the internet hits for the month

7. SCHEDULE NEXT MEETING – Next meeting scheduled for July 12, 2018.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:32 pm.

*At the July 12, 2018 meeting, the Committee requested an edit to the June 14, 2018 minutes, noting a misunderstanding of its options regarding the Salmon Run Occasion Hall. Committee members believed the purchase to be a foregone conclusion and its purpose solely to determine the funding timing. Had the Committee understood it could vote against the proposal, four out of six of the members would have voted ‘nay’.

Respectfully submitted,



Skip Watwood, Chair

(approved at July 12, 2018 meeting)