

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – July 12, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

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

Also present: Council Liaison Bill Hamilton and Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Candice Michel requested edits to the minutes regarding the Salmon Run Occasion Hall, noting that the Committee believed the purchase to be inevitable and its funding timing the Committee's only action item. If the Committee members had understood they could vote against the item, four out of six would have voted against.

Motion made by Dane Tippman to approve the minutes of June 14, 2018 with edits, motion seconded by Sonya Billington and Committee voted; the motion carried unanimously.

3. Public Comment – Mike Frederick asked about the timing of his Rock the Chetco event evaluation for the agenda. Teri will check on the paperwork.

4. ACTION ITEMS

a. Oregon South Coast Regional Tourism Network – Julie Miller presented

- Offering TOT funding guidance and information regarding collaborative marketing opportunities

The Committee took no action.

b. Travel & Adventure Show – Teri Davis presented.

- Collaborative effort for the entire region this year from Reedsport south, sharing booth space
- Two participation options: \$200 for simply having the City's materials disseminated or \$500 to include a banner and City representation.
- Committee discussed the possibility of allowing a business representative to participate in the booth (at their own expense).

Motion made by Candice Michel to allot \$1,000 in TOT funds to participate at the \$500 level and to cover travel costs of City representative, motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.

c. Spectrum Digital Campaign – Brian Marchant presented

- \$3000 campaign proposal
- The Committee discussed the best target market for this six month period.

Motion made by Candice Michel to recommend to Council to extend the advertising campaign contract with Spectrum Digital, motion seconded by Bob Pieper and Committee voted; the motion carried 5-1 with Dane Tippman voting 'nay'.

d. Bicoastal Media Ad Campaign – Larry Timpe presented

The Committee took no action.

e. KOBI Ad Campaigns

The Committee took no action.

f. Billboard Advertising Proposal

The Committee took no action.

g. Brookings First Annual Monarch Festival – Sandy Schoppert presented

- Requesting \$1,097

Motion made by Candice Michel to grant \$1,097 in TOT funds to the Brookings Oregon Monarch Advocates for the first annual Monarch Festival, motion seconded by Sonya Billington and Committee voted; the motion carried unanimously.

5. INFORMATIONAL ITEMS

a. Pistol River Wave Bash Event Evaluation

b. Recent Council Actions – Teri Davis presented

c. Budget Status & Internet Hit Info – Committee reviewed the budget status and determined the sub-funds from which the Salmon Run Occasion Hall would be allocated; \$5890 from advertising; \$4110 from events.

- Committee discussed which events it expected might return with requests for funding this year
- Committee discussed the internet hits for the month

7. SCHEDULE NEXT MEETING – Next meeting scheduled for August 9, 2018.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:31 pm.

Respectfully submitted,



Skip Watwood, Chair

(approved at August 9, 2018 meeting)