

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – September 13, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Candice Michel, Tim Kennedy, Sonya Billington, Dane Tipman, Skip Watwood; Barbara Ciaramella arrived at 4:03, Bob Pieper arrived 4:15.

Also present: Staff Committee Liaison Lauri Ziemer

Introduction of new TPAC member Tim Kennedy

2. APPROVAL OF MINUTES –

Motion made by Candice Michel to approve the minutes of August 9, 2018; motion seconded by Sonya Billington. Committee voted and the motion carried with Dane Tippman abstaining.

3. Public Comment – no one requested to speak to the Committee regarding non-agenda items.

4. ACTION ITEMS

a. USA Today Campaign – Committee reviewed submitted material and TPAC media budget. No action was taken.

5. INFORMATIONAL ITEMS

a. Azalea Festival Event Evaluation – Committee reviewed the evaluation and discussed expectations for next year.

b. Recent Council Actions – Committee reviewed recent Council actions
- Committee discussed the need for City funding of ongoing events such as Azalea Festival and Coastal Christmas through the budget process not utilizing TOT funding; Dane Tippman will draft a recommendation letter to City Council for Committee action at next meeting.

c. TPAC Budget and & Internet Hit Info – Committee reviewed the budget, requested clarification on the Operating Supplies column and what that included.

7. COMMITTEE COMMENTS ON NON-AGENDA ITEMS

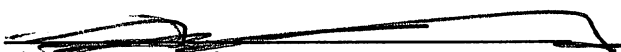
a. Candice Michel suggested creating a Blackberry Festival event

b. Barbara Ciaramella presented guest book from her Visitors' Center with responses to the question asked "How did you hear about our area?" for August. Responses were various and indicated visitors from all parts of the world. Question for next month: "How did you hear about our area and what is your favorite thing if you have been here before?"

8. SCHEDULE NEXT MEETING – Next meeting scheduled for October 11, 2018.

9. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 4:55 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at October 11, 2018 meeting)