

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES**  
**Thursday – September 14, 2017**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

*Present:* Committee members Chair Skip Watwood, Angi Christian, Candice Michel, Dane Tippman, Bob Pieper, and Sonya Billington.

Also present: Staff Committee Liaison Teri Davis

Sonya Billington was introduced as new member to the Committee.

**2. APPROVAL OF MINUTES –**

**a. Motion made by Candice Michel to approve the minutes of July 20, 2017, motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.**

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

**4. ACTION ITEMS**

**a. TPAC Voting Procedures** – Dane Tippman addressed changing the method by which the committee votes to a individual polling method.

**Motion made by Dane Tippman to change the voting procedure to individual polling, motion seconded by Candice Michel.**

Staff member Teri Davis advised that the Code would have to be modified.

**Committee tabled the motion.**

**b. Coastal Christmas Elves** – Kathy Breshears presented the proposal requesting \$2,000 for the event.

**Motion made by Candice Michel to recommend the proposal to City Council for funding, motion seconded by Angi Christian; the motion carried unanimously.**

**c. Travel & Adventure Show** – Teri Davis presented the proposal requesting funding not to exceed \$1,745.

**Motion made by Candice Michel to recommend the proposal to City Council for funding, motion seconded by Angi Christian; the motion carried unanimously.**

**5. INFORMATIONAL ITEMS**

**a. Spectrum Analytics** – Jeremy Bakke provided a comprehensive overview of the analytics for the prior month of the advertising campaign.

**c. Budget Status** – Committee reviewed the budget status

**c. Internet Hit Info** – Committee reviewed internet hits document provided

**6. COMMITTEE COMMENTS –**

- Candice Michel spoke about an events calendar proposal that Tim Patterson would like to implement. The Committee will discuss the proposal in full at the next meeting.
- Candice Michel provided an update about the Harris Beach video status.

**7. SCHEDULE NEXT MEETING** – Next meeting scheduled for October 19, 2017.

**8. ADJOURNMENT** – with no further business before the Committee, the meeting adjourned at 5:19 pm.

Respectfully submitted,



Skip Watwood, Chair

(approved at October 19, 2017 meeting)