

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – February 16, 2017

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Angi Christian, Tim Patterson, Chuck Costello and Chair Skip Watwood

Also present: City Recorder Teri Davis

2. APPROVAL OF MINUTES –

- a. Motion made by Candice Michel to approve the minutes of January 19, 2017, motion seconded by Tim Patterson and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT - None

4. ACTION ITEMS

- a. Vet Fest Additional \$1,000 Return of Loan Funds –** Bill Farrell and Jim Newman addressed the committee advising that they were returning an additional \$1,000 of TOT funding now satisfying the full amount of the \$2,000 loan.

5. INFORMATIONAL ITEMS

- a. Oregon Coast Visitors Association (OCVA) – “Go Wild Rivers App” –** Jodi Fritts was unable to attend the meeting; presentation has been postponed until the next meeting.

- b. Print Advertising Moving Forward –** Teri Davis gave summary of the print advertising efforts that are underway and the dollar amounts earmarked.
- Two page spread sponsorship in the Mile by Mile guide - \$2243
 - Half page ad in the People’s Coast Guide - \$1,000
 - Still seeking advertising partners in order to commit to a full page, five-run ad in the Oregon Coast Magazine

- c. TOT Information –** Committee reviewed a comparison of 2015 to 2016 monthly TOT revenues that had been provided by Finance & Human Resource Director Janell Howard.
- It was noted that there was \$20,000 more in gross revenues in 2016 over 2015 (estimates an increase of 200 rooms/nights rentals)
 - Candice commented that we seem to be headed in the right direction

- d. Budget & Internet Hit Info –** Committee reviewed budget and internet hits documents provided. All funds for advertising have been spent or are earmarked; funds available for events are \$7,257 plus \$1,000 from Vet Fest; funds available for capital are \$3,079.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, March 16th at 4 pm.

Bob Pieper commented that he would like to come up with an event to improve the TOT revenues in the worst two months (December and January).

7. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 4:27 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at March 16, 2017 meeting)