

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES**  
**Thursday – March 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 Manager Gary Milliman and City Recorder Teri Davis

**2. APPROVAL OF MINUTES –**

- a. Motion made by Angi Christian to approve the minutes of February 16, 2017, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.**

- 3. PUBLIC COMMENT** - Verlayne McManus spoke to TPAC regarding the process for applying for event funding.

**4. ACTION ITEMS**

- a. Nature's Coastal Holiday Arches Upgrade Proposal** – Klaus Gielisch addressed TPAC regarding a request for \$6,112.00 in TOT funding to purchase more lighting for Nature's Coastal Holiday.
- TPAC members discussed the budget status.
  - It was noted by Mr. Gielisch that the organization had enough money to make the purchase and that it would go forward regardless of approval of this funding request.
  - Angi Christian made a motion to donate \$1,000 annually to the event.
  - It was pointed out that an annual commitment was not possible.
  - Candice Michel made a motion to recommend Council make a \$1,000 donation for this year. Chuck Costello seconded the motion and Committee voted; motion carried unanimously.**
- b. Beat the Brewers Relay Run & Block Party Proposal** – Mike Frederick addressed TPAC regarding a request for a \$3,000 advancement from the TOT funds.
- Candice Michel made a motion to recommend to Council that TOT funds be used to give a \$3,000 advance to the Beat the Brewers event. Tim Patterson seconded the motion; and Committee voted; the motion carried unanimously.**

**5. INFORMATIONAL ITEMS**

- a. "Go Wild Rivers" App** – Jodi Fritts, Gold Beach City Administrator addressed TPAC regarding the app.
- Ms. Fritts offered a demonstration of the app and spoke about recent updates and format changes.
  - Ms. Fritts encouraged regional cooperation of tourism efforts.
  - The app is in conjunction with the Pilot's Go Book print advertising.
  - Ms. Fritts advised if the City only has the budget for one or the other, she recommends the app.
- b. Lucky Seven Cooperative Resourcing** – Eric Dremann addressed TPAC regarding his desire to work together with Brookings businesses and with TPAC on tourism efforts.
- Mr. Dremann is interested in hosting a tourism seminar/dinner at the casino.
  - City Manager Milliman noted that there could be opportunities for the casino to donate to parks which would increase the possibility of more tournaments and more groups staying at the casino.

**4. ACTION ITEMS (cont'd)**

- c. Pilot Go Book Advertising Proposal** – there was no representative to present the proposal.
- TPAC members discussed the budget status for print advertising and funding options
  - Candice Michel made a motion to participate in the Go Book and Go App and to have staff coordinate the level of participation. Angi Christian seconded the motion. Motion carried unanimously.**

- d. Nutcracker Event Evaluation – there was no representative to present the evaluation.  
-Candice noted that it was a great evaluation.

**5. INFORMATIONAL ITEMS (cont'd)**

- c. **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 \$8,257.8; funds available for capital are \$3,079. City Manager Milliman noted the amount of funds that have been returned through the advancement program.


**6. MEMBER COMMENTS**

- a. Tim Patterson recommended that the committee put out an RFP for a volunteer who would be responsible for designing a survey form; and who would then approach participants at TOT funded events and ask them to participate in the survey; and would finally report back to TPAC with the survey results.
- b. Candice Michel provided an update regarding the status of the drone video. The student producing the video plans to do the bulk of shooting during spring break.
- c. Tim Patterson informed the group about how the new visitors' center at the Port has looped videos on three screens. He thinks this concept should be encouraged to Brookings businesses. City Manager Milliman advised that it has been considered at the Brookings City Hall Visitors' Center.

**7. SCHEDULE NEXT MEETING** – Next meeting scheduled for Thursday, April 20<sup>th</sup> at 4 pm.

**8. ADJOURNMENT** – with no further business before the Committee, the meeting adjourned at 5:41 pm.

Respectfully submitted,

  
Skip Watwood, Chair  
(approved at April 20, 2017 meeting)