

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES**  
**Thursday – May 18, 2017**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

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

Also present: Council Liaison Bill Hamilton and City Recorder Teri Davis

**2. APPROVAL OF MINUTES –**

- a. Motion made by Candice Michel to approve the minutes of April 20, 2017, motion seconded by Chuck Costello and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT -**

- a.** Dwight Bode and Barbara Ciaramella spoke about the Pistol River Wave Bash event occurring June 7-11. They submitted a funds request in the amount of \$200. They were advised that they would need to re-submit the proposal for the next TPAC meeting as it was too late to be included in this meeting's action items. Ms. Ciaramella will re-submit the proposal as a reimbursement request.
- b.** Tim Patterson asked Ms. Ciaramella how the fireworks funding was proceeding. Ms. Ciaramella indicated the fundraising was going great. She elaborated on other upcoming fundraising events.
- c.** Mike Frederick advised that planning and implementation for Rock the Chetco is in good shape; he will provide the Beat the Brewers evaluation at a future TPAC meeting.
- d.** Bill Hamilton advised that he was present at the meeting as Council liaison, a program recently reinstated by the City Council.

**5. INFORMATIONAL ITEMS**

- a. Spectrum Digital Advertising Campaign** – Amber Aguirre and her associate Jeremy presented analytics from the in-progress digital advertising campaign.
- Ms. Aguirre noted that the current agreement goes through the end of June
  - Ms. Aguirre said she will be able to provide more comprehensive analytics at a future TPAC since the tracking code was just recently added to the City's website.
- b. Dennett Consulting Group (DCG) Survey done for the City of Gold Beach**
- Teri Davis provided copies of the survey results to committee members
  - The survey gauged Return on Investment of hosting visitor-focused websites and operating visitors centers
  - Ms. Davis provided a summation of the survey results.
- c. RFP for Survey Volunteer** – Tim Patterson presented a draft RFP
- Committee members discussed the particulars of how such a program would work.
  - The committee will re-visit the proposal at the June meeting
- 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 \$3,757 (less \$3,000 committed to Rock the Chetco); funds available for capital are \$3,079 (less \$1,150 committed to Chamber map distribution).

**7. SCHEDULE NEXT MEETING** – Next meeting scheduled for Thursday, June 15<sup>th</sup> at 4 pm.

**8. ADJOURNMENT** – with no further business before the Committee, the meeting adjourned at 6:03 pm.

Respectfully submitted,

  
Skip Watwood, Chair  
(approved at June 15, 2017 meeting)