

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – June 15, 2017

CALL TO ORDER

Meeting called to order at 4:08 PM

1. ROLL CALL

Present: Committee members Angie Christensen, Candice Michel, Bob Pieper, Tim Patterson, Chuck Costello, Dane Tippman and Chair Skip Watwood – New committee member Dane Tippman introduced. Also present: Lauri Ziemer, Admin Asst.

2. APPROVAL OF MINUTES –

a. Motion made by Candice Michel to approve the minutes of May 18, 2017, motion seconded by Chuck Costello and Committee voted; Angie Christensen and Dane Tippman abstained, the remaining members voting in favor; the motion carried unanimously.

3. PUBLIC COMMENT - None

4. ACTION ITEMS

a. Visitor Survey RFP – Committee discussed RFP goals – decided specific information to be collected should be where visitors are coming from and how they heard about the event – to determine if advertising is effective or not. RFP proposer should determine the methods to obtain that information, be it through canvassing crowds at events or by contacting businesses, hotels, RV parks, campgrounds, realtors, chamber and/or visitor center for their data. Proposer to collect data and collate information. **Motion made by Tim Patterson to issue RFP and spend \$100 per month for six months, starting July 1 thru December 31st, motion seconded by Candice Michelle and Committee voted; the motion carried unanimously.**

b. Pistol River Wave Bash – Lauri Ziemer advised event has already taken place and the organizers were hoping to obtain a \$200 grant to offset advertising costs. They did use the City of Brookings logo on t-shirts they distributed. **Motion made by Bob Pieper to grant \$200 to the Wave Bash event, motion seconded by Tim Patterson and Committee voted; the motion carried unanimously.**

c. 101 Things to Do Ad Proposal – Committee discussed ad proposal and determined that the Brookings area is mentioned several times already without advertising. **Motion made by Tim Patterson to decline the 101 Things To Do ad proposal; motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.**

d. Spectrum Digital Advertising Proposal - Jeremy Bakke presented analytics from the in-progress digital advertising campaign, explained display ad information and retargeting. Committee members requested access to Charter stat information. Skip requested marketing benchmark for this type of advertising and retargeting info, Jeremy advised he can provide all that information and would conduct a workshop for the committee if requested. **Motion made by Tim Patterson to recommend to City Council to approve \$6000 Charter Spectrum 6 month proposal; motion seconded by Candice Michel.** Discussion pursued - Dane advised that he is opposed to any online data collection methods and intrusive advertising. Committee discussed advertising goal and purpose of gathering information and discussed turning off the retargeting option. **Committee voted; Dane Tippman voted no, the remaining members voted in favor; the motion carried.**

5. INFORMATIONAL ITEMS

- a. Pen Air Media Plan –** Gary provided committee with an informational memorandum. No action.
- b. Budget & Internet Hit Info –** Committee reviewed budget and internet hits documents provided. 2017-18 budget will be provided next month. Committee questioned if leftover funds rollover into next years budget.

c. **Drone** – Chuck Costello requested update on the drone. Candice advised that she has met with High School Instructor Joe Morin and a new student has been assigned to the drone video project. Student will be starting project this summer and Candice will provide student with more specific instructions and will assist with producing.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, July 20th at 4 pm.

7. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 5:35 pm.

Respectfully submitted,


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