

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – July 20, 2017

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Angie Christian, Chuck Costello, Tim Patterson, and Dane Tippman.
Also present: Council Liaison Bill Hamilton, City Manager Gary Milliman and Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

- a. Motion made by Dane Tippman to approve the minutes of June 15, 2017, motion seconded by Chuck Costello and Committee voted; the motion carried unanimously.**

3. ACTION ITEMS

- a. Xplore Video Proposal for Salmon Run Golf Course –** Committee discussed how the golf course contributes to tourism. Dane Tippman pointed out that the budget for advertising and promotion is already very tight. **Motion made by Tim Patterson to recommend the proposal to City Council, motion seconded by Angi Christian.**

Angi Christian made a motion to amend the original motion stipulating that \$2500 of the funding will come out of the advertising fund and the remainder to come out of the events fund; Dane Tippman seconded the amendment motion. Committee voted; the motion to amend the original motion carried unanimously.

Committee then voted on the amended motion to recommend the proposal to City Council; the vote was 3-1 with Dane Tippman voting "nay."

- b. 2017-18 Budget –** No action was taken.

4. INFORMATIONAL ITEMS

- a. Council actions on recent TPAC recommendations –** Gary provided committee with follow-up and outcomes to recently recommended TPAC items.
- b. Transient Room Tax Collected –** spreadsheet provided by Finance & Human Resources Director showing Transient Room Tax collected from July 1995-June 2017.
- c. Spectrum Digital Advertising –** benchmark info provided by Spectrum representative. Committee requests passwords to view the analytics individually. Committee requests that the representative return to a future meeting to explain the analytics.
- c. Internet Hit Info –** Committee reviewed internet hits document provided

5. PUBLIC COMMENT - Mike Frederick spoke about past events and some upcoming plans.

6. COMMITTEE COMMENTS – Chuck Costello presented samples of tourism pamphlets; Gary advised that similar items could be produced in-house by staff.

- Committee also discussed the popularity of the 101 Things to Do magazine.
- Gary advised that the Vet Fest has been cancelled for this year.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for TBD.

8. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 4:54 pm.

Respectfully submitted,


Skip Watwood, Chair

(approved at September 14, 2017 meeting)