

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – December 15, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Bob Pieper, Angi Christian, Chuck Costello, Skip Watwood and Chair Tim Patterson *Late Arrival:* Committee member Candice Michelle arrived at 4:15.

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 November 17, 2016, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a. None

4. ACTION ITEMS

- a. **Charter Proposal** – Bob Pieper questioned the time-line of the TPAC recommended digital advertising proposal. His concerns are that the committee always gets the information too late for it to take action and meet deadlines. He asked when the committee would be deciding about the content of the various ads. City Manager Milliman reminded the group that it is their job to recommend how the TOT funds are spent, but it is staff's job to decide about content, etc.
- b. **Tourism Writer RFQ** – City Manager Milliman advised that staff had sent out the Request for Qualifications. One response has been received thus far; but it is not ready for committee action yet.
- c. **Oregon Coast Magazine Proposal** – City Manager Milliman advised that the deadline had passed to participate with the upcoming publication.
- d. **Oregon Coast & Travel Oregon Publisher Advertising** – After investigation of the agenda packet attachments, it was determined that the deadlines for the spring editions had already passed. Bob Pieper commented that again it always seems like the committee is approached for advertising but unable to act upon it due to not being able to meet deadlines.

City Manager Milliman discussed how the Brookings system differs from that of Gold Beach where the City Manager has license to independently approve advertising expenditures. The Committee discussed the need for being more proactive in seeking advertising opportunities, and it desires to get on the schedule for the next round of publications. Additionally, the group discussed the possibility of enlisting other businesses or entities to share in the advertising efforts with the City.

5. INFORMATIONAL ITEMS

- a. **City Council Action** – City Manager Milliman advised that City Council had approved the Charter Digital Advertising proposal recommended by TPAC.
- b. **Harris Beach State Park Video** – Candice Michel gave an update on the status of the video.
- c. **Azalea Festival Parade (non-agenda item)** – Tim Patterson addressed Barbara Ciaramello’s City Council proposal regarding taking over the Azalea Festival Parade and asked that City Council consider this proposal. City Manager Milliman advised the proposal had only recently gone before City Council (December 12) and it was decided to wait and see what the Chamber of Commerce’s plan were for the event before taking further action.
- d. **Budget & Internet Hit Info** – The committee looked over the budget and internet hits documents provided. Funds available for advertising are \$3,280; funds available for events are \$6,357; funds available for capital are \$3,079.
- e. Mike Frederick of Chetco Brewing was asked to comment. He will provide an event evaluation for Oktoberfest at the next TPAC meeting. He asked if TPAC will continue to support Port events.

6. **SCHEDULE NEXT MEETING** – Next meeting scheduled for Thursday, January 19th at 4 pm.

7. **ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:02 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at January 19, 2017 meeting)