

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – January 21, 2016

CALL TO ORDER

Meeting called to order at 4:04 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood and Committee Chair Tim Patterson. Also present: Gary Milliman, City Manager

Absent: Committee member Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of December 17, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

4. ACTION ITEMS

- a. Run Zwinkle Event Proposal - Mike Frederick of Chetco Running Club advised that he does not have enough time to plan the Zwinkle Run event in February that he had originally submitted a proposal for but is still interested in having a running event in March. **Motion made by Bob Pieper to allocate \$3000 to fund Running Club event, motion seconded.** Committee discussed event scheduling, location and available committee funds. **Committee voted; two in favor, three opposed; the motion fails.** **Motion made by Candice Michel to fund event \$1350 to cover 50 peoples entrance fees, motion seconded.** Mike felt the event would cost them at least \$3000 and did not know if they would have the event with a lesser amount. Discussed loaning the funds and repayment to TPAC if the event is profitable. **Motion Withdrawn.** **Motion made by Tim Patterson to loan \$3000 to fund Running Club event, motion seconded.** Candice not convinced to allocate so much money for this event with the remaining TPAC fund balance at \$5248. Committee questioned estimated person attendance ratio per requested dollar amount. Also if event would be profitable enough to pay a loan back. **Committee voted; three in favor, two opposed; the motion passes.** Matter forwarded to City Council.
- b. **2nd Annual Crab Festival** – Crissy Cooper, Port of Brookings Harbor presented event proposal requesting \$4000 for Crab Festival. Advised that they have budgeted for 750 dinners and have sold 190 tickets so far. Committee discussed that the event is already established and attendance last year was at 10,000. No action taken.
- c. **Appoint TPAC Travel Oregon Liaison** – **Motion made by Candice Michel to appoint Barbara Ciaramella as liaison with Travel Oregon; motion seconded and the committee voted with Barbara abstaining; the motion carried unanimously.**
- d. **Travel Oregon Bike Friendly Business Program** – Barbara suggested businesses buy their own "Bike Friendly" signs rather than pay Travel Oregon for them, Gary pointed out that the Travel Oregon program includes them on their website and promotes them, giving bikers a chance to plan out there trip and stay over spots. Barbara to contact Travel Oregon to see what arrangements can be made to purchase signs.

5. INFORMATIONAL ITEMS

- a. **Coastal Christmas Event Evaluation** – evaluation reviewed - Committee thought City looked very good for holiday season with a lot of decorations. The planned parade event was canceled

due to weather. Was noted that some of the lights went on and off because of ground faults that need to be solved before next year.

- b. Natures Coastal Holiday Evaluation** – evaluation reviewed – committee agreed it was a very good light show this year with the addition of the reconditioned bells set up downtown.
- c. City Council action from January 11, 2016** – Gary advised the City Council approved TPAC’s recommendations for funding the BHHS CTE Video Club drone and videos, the Xplore Film Sponsorship and approved preparing an RFP for a Dining Promotion video. Gary preparing RFP, for council to review.
- d. Discuss Funding Reoccurring Events/Funding Events Donating to Non-Profits** – Issue being is it reasonable to give groups TPAC funds and then have them donate any profit they make to non-profits. Point being rather than have them giving their profits to non-profits having them retain profits and not have to come back to TPAC for funds the next year. Suggested that groups that plan to donate to non-profits be offered a line of credit for funds (loan) and repay the TPAC funds first before making their non-profit donations. City Manager to write up a policy for committee consideration.
- e. Budget and Internet Hit Info** – Reviewed budget and internet hit info.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for February 18th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:34 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at February 18, 2016 meeting)