

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

CALL TO ORDER

Meeting called to order at 4:08 PM

1. ROLL CALL

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

Absent: Committee member Chuck Costello

Also present: Lauri Ziemer, City Administrative Assistant

2. APPROVAL OF MINUTES – Motion made to approve the minutes of March 17, 2016; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Chrissy Cooper, Port Event Coordinator advised that she is working with Travel Oregon/Cycle Oregon on a campaign to encourage bikers to the area and will be submitting more information to the committee for possible TPAC participation. Committee discussed purchasing event tents for off season events and contact be made with Barbara Ciarmello to review information she had collected previously.

4. ACTION ITEMS

- a. **AMF September Concerts Event Proposal** – Dave Miesner, AMF Director presented information on the upcoming AMF concert season and their event proposal for funds to assist in covering costs for three concerts in September. Typically concerts end in early September, they would like to have concerts through September to encourage tourism and take advantage of the Fall weather and the bandshell. Committee did not believe September was off season but were supportive of the proposal. Suggested that Gary write a motion that City Council provide the funds to support the event. Matter tabled until next meeting.
- b. **Mile x Mile Advertising** – Committee reviewed the recent American Road magazine print ad and requested that the stats from that ad be provided to them at the next meeting before deciding to contract for another print ad. Matter tabled until next meeting.

5. INFORMATIONAL ITEMS

- a. **City Council action** - Lauri Ziemer advised of the actions on items forwarded to City Council from TPAC, including that City Council only funded the TPAC portion of \$2462 for Natures Coastal Holidays Avenue of Arches; that the at the Dining Video RFP was approved by City Council and RFP's were due April 22nd. The RFP's will be reviewed at the next TPAC meeting; and that the City Council approved the TPAC Residual Use Policy Ordinance.
- b. **Budget and Internet Hit Info** – reviewed expenses and remaining funds.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for May 19th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:32 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at May 19, 2016 , meeting)