

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – May 19, 2016

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

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

Absent: Committee members Chuck Costello, Mary Geyer, Bob Pieper

Also present: Lauri Ziemer, City Administrative Assistant

2. APPROVAL OF MINUTES – Motion made Candice Michel to approve the minutes of April 21, 2016, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Chrissy Perry, Port Event Coordinator advised the Azalea Festival "Party at the Port" is progressing well with more vendors/events planned for this year including a film festival screening at the Kite Field on Saturday night. Port parking likely to be an issue with so many people in the area. She also advised that all motels and campgrounds are full for that weekend.

Connie & Skip Hunter, planning a Vet Fest/Concert in Azalea Park for August 27, 2016. Targeting an outside the area audience and plan to submit a TPAC Event Proposal request.

Lauri Ziemer advised that in order for discussion items/event proposals to be placed on TPAC agenda for committee to discuss and vote on that she be provided informational material week before the meeting so the information can be included in the agenda packet for committee members to review.

Mike Frederick advised that his Beat the Brewers Relay Run & Fair on April 9, 2016 went well with a good run, good vendors, good music and a good turnout for a successful event. Expects momentum to carry event again next year. Will submit an Event Eval form.

4. ACTION ITEMS

- a. Election of Chair & Vice Chair - Motion made by Candice Michel to elect Tim Patterson as chair until January, 2017 meeting, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously. Motion made by Candice Michel to elect Skip Watwood as vice chair until January, 2017 meeting, motion seconded by Tim Patterson and Committee voted; the motion carried unanimously.**

- b. AMF September Concerts Event Proposal –** Committee continued tabled discussion of funding AMF. All agreed it was a worthwhile event that attracts visitors to the area and could increase tourism in September. Wondered if AMF were to allow alcohol if sponsorship monies and donations would increase and for AMF to consider that option. **Motion made by Candice Michel to fund AMF on a one time basis \$2500 for their September 2017 concerts, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.** Matter forwarded to City Council.

- c. American Road Magazine –** Committee reviewed online stats provided and wondered if the number of electronic clicks were worth the advertising print fees and how to determine if any of those clicks resulted in someone coming to Brookings to spend money. Suggested having campgrounds ask RV'ers how they discovered Brookings and if it was through print advertising.

No system in place to collect and evaluate such data. Chrissy Perry advised she could have that question added to the Sporthaven Beach RV Park registration form.

- d. **Mile x Mile Advertising** – Considered while discussing American Road Magazine stats. Committee decided not to take any action on print advertising at this time.
- e. **Dining Video RFP** – Committee reviewed the two RFP’s and their qualifications. All thought the resumes of both were impressive. Candice thought XPlore Film being somewhat local, and having produced previous videos that were nicely done was a benefit, also that they had additional distribution areas available to broadcast the video. Could not review any film work by Eunice Goldstein. **Motion made by Candice Michel to recommend contracting with XPlore Film LLC for the dining video, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.** Committee decided to have Skip Watwood be the liaison with XPlore Film for video substance, goals and questions. Matter forwarded to City Council.

5. INFORMATIONAL ITEMS

- a. **Budget and Internet Hit Info** – reviewed expenses and internet hit info.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for June 16th 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 June 16, 2016, meeting)