

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – June 16, 2016

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

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

Absent: Committee members Chuck Costello, Bob Pieper

Also present: Gary Milliman, City Manager

Introduction of new committee member Mary Geyer

2. APPROVAL OF MINUTES – Motion made by Candice Michel to approve the minutes of May 19, 2016, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Jane Stebbens commented that the new mural on Chetco Avenue by the Pilot was very vibrant and looked very nice.

4. ACTION ITEMS

- a. **Dining Video RFP** – Skip Watwood presented questions that Xplore Films had before they start the dining video including: Should they include restaurants in Harbor and did they want to mention restaurant names? Committee discussed and agreed showing both Brookings and Harbor restaurants would be OK, and would add a variety of restaurants and night life. Decided rather than specify restaurant names/locations to have restaurant names appear in the production credits and keep video generic. OK if restaurant name/logo were seen in video but not mentioned or promoted. Video to play on City website and various Xplore Film sites mentioned in their proposal. Thought Xplore should schedule the visits to restaurants so they are staged and prepared. Skip to contact Xplore Films with committee decisions.
- b. **2016-17 Budget** - Gary advised that the City 2016-17 budget had been adopted. There remains \$34,580 in uncommitted TPAC funds after the pending budget allocations are made. Committee discussed allocating amounts to print advertising, tv advertising, videos, and events. Suggested contact with print and TV advertisers to determine successfulness of ads, Mary advised promoters have ways to estimate number of people reached. Print advertising has seen a drop and advertising has gone to social media. Gary advised that the state has increased the Transient Occupancy Tax (TOT) revenue from 1% to 1.8% effective July 1 and they anticipate additional revenue. They are having discussions on how to allocate that additional funding. Plan to allocate a proportionate share to regional destination marketing organizations which is Oregon Coast Visitors Association (OCVA) and setting up a grant program to fund local promotional activities. It will provide an opportunity for the City to pursue partnerships with OCVA and Travel Oregon on different projects and advertising. Mary suggested talking to other cities to discuss where they are finding success in advertising for direction. Gary advised OCVA has marketing regions and City will have a more active role with them and access to their data which may answer some of those questions.

Gary advised that Salmon Run is now run by the City and he is pursuing marketing and funding projects for it, now that the City is actively involved in a tourism business more funding opportunities become available.

In pursuing TV advertising, suggested Channel 5 provide data to determine media advertising successfulness and see if other TV advertisers are interested. Suggested getting advice from OCTA as to advertising direction. Committee members expressed they are not against TV/Print ads but would like more info on if they are successful in bringing tourists. Gary to invite OCVA to next meeting.

5. INFORMATIONAL ITEMS

a. McVay Rock Disc Golf Tournament Evaluation – Michael Campbell presented event evaluation, advised they had a change in leadership which is why form was so late. They believed the first time event was successful, even though it was poor weather. Provided information on condition and maintenance of McVay Rock Disc Golf Park which is supported and maintained by the State parks. At the tournament they heard many comments on how well players liked the Salmon Run Disc Golf Course, which is a professional level course, and that they would like to come back. The group is considering a tournament series in the area. They will be talking further with Val Early, Golf Course Manager.

b. City Council Action – Gary advised the City Council approved the \$2500 TPAC grant to AMF and the Dining Video RFP. Also advised that the Rogue Relay is concluding this weekend at Azalea Park with 1200 people estimated to attend. Second year for the event and City Council approved a \$2000 sponsorship and waived fees totaling @\$2000. The relay group has not actively promoted the event to anyone other than the relay runners. Gary advised that new City Recorder, Teri Davis will be doing a new city newsletter and monthly calendar of events to email to businesses providing a heads up on upcoming events such as these.

Gary advised that he and City Attorney Martha Rice have information on new Public Meeting Laws and Rules they will be sharing with all City commissions and committees at the next committee meeting.

c. Budget and Internet Hit Info - Budget and Internet Hit Info – positive comments on the number of hits the Boardman State Park video is receiving.

6. SCHEDULE NEXT MEETING – Gary is not available for the next regularly scheduled TPAC meeting and to allow the City Attorney to attend TPAC and Park and Rec Commission meetings request TPAC meeting be rescheduled one week later to July 28th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:30 pm.

Respectfully submitted,



Tim Patterson, Chair
(approved at July 28, 2016, meeting)