

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – July 28, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Angela Christian, Candice Michel, Mary Geyer, Bob Pieper, Skip Watwood, and Chair Tim Patterson

Also present: Gary Milliman, City Manager, Martha Rice, City Attorney

Introduction of new committee member Angela Christian

2. APPROVAL OF MINUTES –

- a. Meeting of May 19, 2016 held without a quorum, meeting held informally.**
- b. Motion made by Candice Michel to approve the minutes of June 16, 2016, motion seconded by Mary Geyer and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a.** Chrissy Perry Cooper of the Port of Brookings Harbor presented information on events she is working on to bring to the area during the off season. Advised that Pacific Coast Trolley, a trolley bus transport service has applied for a business license to provide transportation service to the community. The trolley would operate during special events between the port and the City to alleviate parking problems in the port and bring people to downtown Brookings; during special events they would not charge riders. They also plan to operate the trolley daily regularly throughout the area, when riders would be charged. They eventually plan to have three buses including a tour bus running to the Trees of Mystery in Klamath to Pre-Historic Gardens, near Port Orford. Trolley will be operating for the Pirate Festival. She is also developing a new tourism website to promote local businesses and community events that is easily accessible to tourists. She is willing to work with the GO Wild app organizers and they may be able to collaborate on that project.

4. ACTION ITEMS

- a. Election of Chair and 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 Bob Pieper and Committee voted; the motion carried unanimously.**
- b. Public Meeting Laws –** City Attorney Martha Rice & City Manager Gary Milliman – City Attorney Martha Rice presented a briefing concerning Public Meeting Laws and commissioners received a handout detailing commissioner’s responsibilities to follow open public meeting rules and requirements for the Commission and any subcommittees.
- c. Oregon Coast Visitors Association (OCVA) –** Introduction of Dave Lacey, new local OCVA Destination Coordinator. OCVA is the coastal regional group of Travel Oregon and provides tourists with local business advertising. Businesses can be members with paid advertising, photos and maps or have a free courtesy listing with just text.
- d. 2nd Annual Vet’s Fest Event Proposal –** Jim Newman presented event proposal for Vet Fest, including the Women’s Veteran Ceremony on Friday, August 26th. They have out of area

advertising planned, a concert and are expecting @600 people. They are requesting \$3000 in funds to cover costs, and Jim indicated he is open to a grant/loan. Committee discussed further agenda items before returning to discuss this item. **Motion made by Candice Michel to grant \$1000 to Vet Fest and loan \$2000, motion seconded by Mary Geyer and Committee voted; the motion carried unanimously.**

- e. **Fun on 101 Event Proposal** – Tammy Tanner, owner of Feather Your Nest, presented “Fun on 101” event proposal and explained event idea to have downtown business owners piggy back on port/community events to bring customers to downtown businesses, hoping to start with upcoming Slammin Salmon. They would like to have funding to purchase feather flags that say “FUN ON 101” that they would put out during events to bring traffic to downtown and shop. Skip commented this is not a specific event. Committee agreed circulating people from the port to downtown businesses would give more variety of things to do for people. Mary wanted a more cohesive plan and ideas and/or activities that the committee were planning to organize during port events and a commitment from the merchants. Matter tabled until next meeting.
- f. **KOBI Digital Advertising** – Judy Luker and Connie of KOBI presented digital media advertising information that can target specific visitors to the area. They have a team that can design a banner ad or one can be submitted, can also use previous ads they or others have created. Matter tabled.
- g. **101 Things to Do Print Advertising** – Carlton Nielsen presented information on their publication and the demographics they reach, indicating their main audience is picking up the publication as they travel on I-5. Advertising with them also includes a posting on their website with photo, description and video links available, with municipalities receiving a 20% discount. Publication printed in October for the year. Matter tabled.
- h. **Curry Coastal Pilot Mobile Advertising** – Cheri Griffith presented proposal to encourage City to participate on the Go Wild Rivers Coast GO app that features events, social links, photos and videos. They are trying to expand content with local event/area information. Matter tabled.

5. INFORMATIONAL ITEMS

- a. **Budget and Internet Hit Info - Budget and Internet Hit Info** – reviewed budget funds.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, August 18th at 4 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 6:25 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at August 18, 2016 meeting)