

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – August 18, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

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

Absent: Committee member Skip Watwood

Also present: Gary Milliman, City Manager

2. APPROVAL OF MINUTES –

- a. **Motion made by Candice Michel to approve the minutes of July 28, 2016, motion seconded and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a. None

Note – Agenda order was changed to accommodate audience members participation

4. ACTION ITEMS

- a. **Wild Rivers Music Festival Evaluation Report** – Scott Graves provided financial report and reported that moving the event from the ball fields and changing to a one day event was very successful. He thanked TPAC for the \$2,000 grant and \$2,000 advance. Their overall event income was \$2,000, which they are planning to use as seed money for next years' event. Committee did not request repayment of advance funds.
- b. **Beat the Brewers Evaluation Report** – Mike Frederick provided financial report and reported the event was well attended and successful. TPAC provided them \$3,000 advance funds. The event lost @\$1,500. Committee did not request any repayment of advance funds.

Following items were tabled from the previous meeting

- c. **Fun on 101 Event Proposal** – no further discussion until more detail proposal provided by applicant.
- d. **KOBI Digital Advertising** – matter tabled until TPAC budget developed.
- e. **101 Things to Do Print Advertising** – Committee discussed purchasing ½ page print ad to promote yearly events and local area features including golf, kayaking, whale watching. City staff to compose ad. **Motion made by Candice Michel to take out ½ page ad in 101 Things to Do magazine for yearly ad price of \$2959; motion seconded by Angie Christian and committee voted; the motion carried unanimously.**
- f. **Curry Coastal Pilot Mobile Advertising** – Committee discussed. Matter tabled until TPAC Budget developed.
- g. **Coastal Christmas in Brookings Event Proposal** - Kathy Breshears presented proposal for third annual Christmas event which includes advertising, purchasing blow up displays, a ladder, a canopy, replacement parts and hanging wreaths on lamp posts. Committee discussed proposal not being a new event but an annual event. **Motion made by Bob Pieper to fund the proposal \$3010; motion seconded by Mary Geyer.** Candice would like TPAC budget

determined before deciding and Angie would like to know more on what the focus of the TPAC group is. **Motion made by Tim Patterson to table matter until after a TPAC committee workshop to determine budget and goals; motion seconded by Candice Michel and committee voted; Angie, Candice, Tim voted in favor, Bob and Mary dissented, motion passes.** First motion withdrawn.

- h. Raining Cats & Dogs Event Proposal** - Keffe Dillon presented proposal for annual Rotary Raining Cats & Dogs event scheduled for October 1st. Funds would help pay set up costs for the event which raises funds to help support Rotary programs year round. **Motion made by Bob Pieper to fund the proposal \$500, no second; motion died.** Tim Patterson discussed \$500 loan advance to the group. **Motion made by Tim Patterson to fund the proposal with a \$500 loan advance, no second; motion died.** Keffe advised the event will still be held.
- i. Oktoberfest Event Proposal** - Alex Carr-Frederick presented proposal for Oktoberfest planned September 17 in Azalea Park with vendors and brewers. **Motion made by Bob Pieper to fund the event \$3000, motion seconded by Mary Geyer.** Discussion about funding the event as a partial grant/loan advance, with loan advance repayable if event profits exceed actual costs. **Substitute motion made by Candice Michel to fund the event in the form of a \$1000 grant and a \$2,000 loan advance. Motion seconded by Mary Geyer and committee voted; the motion carried unanimously.**
- j. Oregon Coast Magazine Print Advertising** – Matter tabled until TPAC budget developed.
- k. American Road Magazine Print Advertising** - Matter tabled until TPAC budget developed.
- l. Workshop Scheduled** – committee to discuss strategy, goal setting and creating a budget for direction. Also to determine if committee would like to concentrate on off season events, but not rule out new events in season. Workshop scheduled for Friday, August 26th at 4 pm.
- m. Dining Video** – Gary advised the dining video has been distributed and requested committee members reviews and comments which he will forward on the Xplore Film. Initial reviews thought there was a lot of video with the host and questioned clothing attire. Candice believed they would have extra shots and footage to edit in. Gary to forward reviews to Xplore Film.

5. INFORMATIONAL ITEMS

a. Budget and Internet Hit Info - Budget and Internet Hit Info

6. SCHEDULE NEXT MEETING – Next meeting rescheduled to Thursday, September 29th at 4 pm to ensure a quorum.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:46 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at September 29, 2016 meeting)