

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Friday – August 26, 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, Skip Watwood, and Chair Tim Patterson

Also present: Gary Milliman, City Manager and Teri Davis, City Recorder

2. ACTION ITEMS

- a. TPAC Mission and Goals** – Committee discussed committee goals and mission. Mary suggested hiring a marketing consultant to determine effective advertising.

Basic Goal – Increase overnight stays with emphasis on October thru April.
Committee requested monthly motel occupancy rates.

- b. Who is the target market?**

- c. How to spend budgeted monies?** Target 25% on summer events, 75% on off season events. Committee discussed many separate percentage budgets for events, media advertising (social, print, video), consultant and capital (tent, attractions). Committee voted and agreed to budget 60% on events, 30% on media advertising, and 10% on capital.

Motion made by Candice Michel to adopt the mission goals and budget as presented, seconded by Mary Geyer; motion seconded and Committee voted; the motion carried unanimously.

- 3. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:00 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at September 29, 2016 meeting)