

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – November 17, 2016

CALL TO ORDER

Meeting called to order at 4:02 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Angi Christian, and Chair Tim Patterson

Absent: Committee members Mary Geyer and Skip Watwood

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

2. APPROVAL OF MINUTES –

- a. Motion made by Bob Pieper to approve the minutes of September 29, 2016, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a.** None

4. ACTION ITEMS

- a. Pacific Coast Trolley Event Proposal –** Penny Nelson attended via phone. Ms. Nelson indicated she currently has two possibly three advertisers and needs at least nine. TPAC members discussed the current status of advertising, the availability of other funding such as grants, and the timing of the request. No motion was made; no action taken.
- b. AMF Event Evaluation –** The evaluation was included as part of the agenda packet.
- c. Vet Fest II Event Evaluation –** Bill Farrell presented evaluation and advised that the event was a success and that they are able to return \$1,000 of the \$2,000 advance the TPAC committee provided. Mr. Farrell explained about two issues that he will handle differently in the future. Next year's date has already been confirmed as September 9, 2017. Candice Michel thanked Mr. Farrell for the service he provides to this endeavor.
- d. Media Proposals –** City Manager Gary Milliman advised that he had compared the Spectrum media proposal and the KOBİ proposal. He recommends the Spectrum proposal.

Kristi Carson of Spectrum presented the advertising campaign package. The campaign is digital utilizing two methods – static display with embedded video or flash components and 15-second video ads. By the end of the campaign, Ms. Carson estimates that 78% of the target audience will have been reached ten times. She advised that analytics are provided through a dashboard so that the client can monitor reach and effectiveness. The target market can be adjusted and/or expanded. The agreement can be cancelled at any time.

TPAC members discussed the available budget. **Candice Michel made a motion to recommend a six-month campaign with a cost of up to \$7800. Bob Pieper seconded the motion. Angi Christian amended the motion to recommend a six-month campaign with a cost of up to \$6000. Candice Michel seconded the motion. Vote was unanimous to approve recommendation.**

Mr. Milliman then discussed the print advertising options. Through his research he has determined that if print advertising is to be used, he recommends either Oregon Coast Magazine or the People's Coast Guide. However, he said that advertising dollars would be better spent by retaining the services of a travel writer. TPAC membership asked that he return with proposals.

5. INFORMATIONAL ITEMS

a. City Council Action – City Manager Milliman advised that City Council had approved both proposals that TPAC had recommended at its last meeting, the Curry Coastal Christmas Event and the Nutcracker Ballet Event.

b. Harris Beach State Park Video – Candice Michel said that she has spoken with Joe Moran about the video project. She will be making a presentation to his students after Thanksgiving.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, December 15th at 4 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:40 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at December 15, 2016 meeting)