

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – December 17, 2015

CALL TO ORDER

Meeting called to order at 4:06 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Skip Watwood and Committee Chair Tim Patterson. Also present: Gary Milliman, City Manager

Absent: Committee members Barbara Ciaramella and Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of November 19, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Mike Frederick of Chetco Running Club is interested in pursuing TPAC funds for a running event in February. Advised to obtain Event Proposal form and submit for the next agenda.

4. ACTION ITEMS

- a. **BHHS – DJI Phantom Student Proposal** – Zachery Riner, BHHS student and Joe Moran, BHHS instructor presented proposal/presentation requesting \$2557.95 for purchase of drone equipment to make aerial tourism marketing videos. Students would produce finished video products that could be used on website, You Tube and local business (theatre) advertising. **Motion made by Skip Watwood to approve the request; motion seconded.** Candice presented her list for updating Brookings Promo Videos which included a Bird's Eye View and would fall into this proposal. Drone would be owned by the BHHS CTE Club. Candice volunteered to interact with the CTE club to produce a minimum of 4 videos over a period of two years. **Committee voted; the motion carried unanimously.** Matter forwarded to City Council.
- b. **Xplore Film Sponsorship Proposal** – committee reviewed Xplore "Oregon Lifestyles" sponsorship request. **Motion made by Candice Michel to allocate \$500 to sponsor show; motion seconded and the committee voted; the motion carried unanimously.**
- c. **Oregon Coast Visitor Guide** - Reviewed email provided by Terra Moreland, committee not interested in pursuing print advertising. Committee discussed having Barbara as a liaison with Travel Oregon to find out what is available from them.
- d. **Travel Oregon Bike Friendly Business Program** – committee discussed roll of being branded as a bike friendly city. Matter tabled until next meeting.
- e. **Foodie Video** – Candice presented Dining - Dawn to Dusk video concept for an RFP to contract with a video production company to produce a video showcasing local restaurants for approximately \$2000-\$2500. Skip suggested the CTE High School video group could produce the video for no charge. Candice thought the downside could be the time involved to produce and quality of video. Committee discussed RFP costs and businesses production fees. **Motion made by Skip Watwood to approve the concept for an RFP, motion seconded and the committee voted; the motion carried unanimously.** Matter forwarded to City Council.

5. INFORMATIONAL ITEMS

- a. **OktoberFest Event Evaluation** – Mike Frederickson advised the event had a good first year turnout considering the weather and another event that was happening the same day. They

had positive feedback, event broke even and they plan to hold the event again next year. Evaluation forwarded for City Council review.

- b. OceaNetwork Home School Event Evaluation** - Bob Pieper advised the group had a good turnout for the first year, but smaller than expected. They will probably do it again but at a different time so as not to conflict with other events. Evaluation forwarded for City Council review.
- c. City Council action from December 14, 2015** – Gary advised City Council approved TPAC’s recommendations for funding for Curry Country Cruisers, Wild Rivers Music Festival and the Mile by Mile advertising.
- d. Budget and Internet Hit Info** – Reviewed budget and internet hit info. Tim suggested allocating a certain percentage of funds to reoccurring events that need assistance and also to events regardless of when event is scheduled (not off-season). Discussed providing funds to groups that are donating portion of proceeds to non-profit organizations and if that is City Councils intentions of TPAC funds. Will discuss further at next meeting.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for January 21st 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 January 21, 2016 meeting)