

## TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

### MINUTES

Thursday – January 15, 2015

#### CALL TO ORDER

Meeting called to order at 4:05 PM

#### 1. ROLL CALL

*Present:* Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood. Chair Tim Patterson arrived @ 4:07

*Also present:* City Manager Gary Milliman, Julie Schmelzer, Curry County Director of Economic Development and Anna Krug, Harris Beach State Parks

*Absent:* Joe Willett

#### 2. APPROVAL OF MINUTES

**Motion made to approve the minutes of December 18, 2014; motion seconded and Commission voted; the motion carried unanimously.**

#### 3. PUBLIC COMMENT - None

#### 4. ACTION ITEMS

**a. Rob Spooner – Mile by Mile Guide** – unable to attend, continued to February meeting.

**b. Julie Schmelzer – Curry County Director of Economic Development** – Julie discussed various tourism ideas for promoting Curry County from Langlois to Harbor.

- Suggested making the county/cities more welcoming to Veterans to encourage tourism and their business.
- Suggested each city create a unique mascot and invite artists to paint mascots differently and then display around town to create interest in the area. Langlois has chosen sheep. Candice suggested contact with the Pelican Bay Arts Association.
- Julie is also the Brookings Airport Manager and it has been suggested to her by the Flying Club to have a green space/camp area at the airport for pilots, building/restroom/heating improvements, a tourism shuttle, visitor signs and information. Gary suggested the easement money the City is paying go towards the airport improvements.
- Enhancing the Mt. Emily Bomb Site with more signage.
- Has suggested different entities and uses for Crissey Field Welcome Center that is being closed for the season and is working with Oregon Parks & Recreation and Travel Oregon. The Chamber of Commerce if selected through Travel Oregon to operate the Welcome Center will be required to promote all businesses, not just chamber members.

**c. Reallocate Event Tent Budget** – Gary reviewed allocating event tent funds. **Motion made to reallocate the \$10,000 event tent funds to a general use fund for TPAC projects; motion seconded and Commission voted; the motion carried unanimously.**

**d. Brookings Brochure** - Barbara presented brochure, map and event rack card information to promote Brookings. Event rack cards with annual events were liked. Suggested after first year may partner with businesses for advertising to help pay for printing costs. Committee would like to keep costs under \$5000. Gary will get prices estimates for design and printing of rack cards.

#### 5. INFORMATIONAL ITEMS

**a. Community Coastal Christmas Event Evaluation Report** – committee reviewed evaluation report. Gary advised that an Event Proposal for the same event has been submitted for the upcoming year. He is planning a Christmas decorating meeting bringing together all the parties connected with this years' event in a few weeks. Bob wondered if the Disc Golf and Crab Festival were featured in the radio ads, Gary advised that Joe approves the ad content and did not know if those two events were on the list. Radio ads to be emailed to committee members.

**b. TPAC Budget and Internet Hit Info** – Gary provided update on the website internet hits, advising that the romantic getaway video is being viewed most often.

**c. Gary advised of term expirations** – Tim and Skip’s terms expire July 1, 2015, advised that if they would like to reapply to submit application to City Recorder.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for February 19 at 4:00 pm.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:25 pm.

Respectfully submitted,



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Tim Patterson, Chair

(approved at February 19, 2015 meeting)