

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – February 19, 2015

CALL TO ORDER

Meeting called to order at 4:07 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood, Joe Willett, Chair Tim Patterson

Absent: City Manager Gary Milliman

2. APPROVAL OF MINUTES

Motion made to approve the minutes of January 15, 2015; 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.
- b. **Brookings Brochure** – Barbara suggested going with Certified Folder Display that includes rack card design, production and shipping; committee did not want to commit to 50,000 the first year and suggested going with 25,000 so they do not become outdated if they have a calendar of events. Discussed distribution options, members wanted more time to decide which distribution areas to cover. **Motion made by Candice Michel to move forward with the development and production of 25,000 event rack cards, to recommend to City Council to allocate not more than \$5000 for their production and distribution, and to direct staff to assist in the development of the rack card; motion seconded and Commission voted, five ayes with Joe Willett abstaining; the motion carried.**

5. INFORMATIONAL ITEMS

- a. **Event Tent Reallocation** – City Council approved reallocation of the event tent funds as TPAC recommended. Tim advised that the Ports' Crab Festival was a success and well attended. They rented several tents for the event and will have to again next year.
- b. **TPAC Budget and Internet Hit Info** – reviewed budget and website internet hits. Joe advised the radio budget has been spent as of January. Joe commented that Brookings is not included in the Base Camp website and feels businesses in the area are missing a great opportunity. Tim questioned if the Chamber did get the contract to operate the Visitor Center, if it should be an issue with TPAC. Bob said yes, because they only support businesses that are members of the Chamber. Skip felt that most tourists use the internet to locate businesses and services and did not think it was an issue. Tim suggested TPAC hire a contractor to provide internet educational/ advertising assistance for businesses to get on social media networks for advertising themselves.

Barbara advised she recently visited a Eureka Visitor Center that has a new concept, as it is privately owned and paperless. They have a business selling drinks; businesses post calendars, flyers and posters, ipads are available for tourist use and one wall is all big screens.

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

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:04 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at March 19, 2015 meeting)