

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

CALL TO ORDER

Meeting called to order at 4:10 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella , Emma Keskeny, Candice Michel, Bob Pieper (arrived 4:20), Chair Tim Patterson. Also present, City Manager Gary Milliman

Absent: Committee member Skip Watwood

Introduction of new committee member Emma Keskeny

Acceptance of resignation of committee member Joe Willett

2. APPROVAL OF MINUTES

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

3. PUBLIC COMMENT - None

4. ACTION ITEMS

- a. **Curry Coast Community Radio Proposal** – Candice Michel recused herself from the discussion and voting. Jan Barbas presented the proposal for the Community Radio Capital Campaign requesting \$5000. They are a non-profit community radio seeking sponsors, investors and grants to deliver podcasts, visitor events, activities and calendar coverage, capable of reaching 8000 people that attracts tourists to our area. They need \$35,603 in funds to start up and have \$6,500 in pledges so far; goal is to be on air by August 1st. Committee asked questions and reviewed information provided. Cross promotional advertising possible with Ashland who has an established Community Radio program that is successful and also possible to share advertising with other radio stations that would also draw visitors to the area. They do not sell advertising or airtime. Committee asked if granting funds could be contingent upon their reaching a specified goal first and they indicated yes. Committee wanted to discuss other pending agenda items before moving forward with a recommendation.
- b. **Brookings Brochure** – Barbara is interested in pursuing a printed brochure as City Council suggested that will promote Brookings and she is willing to talk to other organizations and individual businesses in producing a publication. Brochure to contain map, list generic Brookings tourist locations and have QR code. Candice not sure the City Council is interested in putting money into printed material. Matter tabled, Gary to get price on 6-fold brochure and Barbara to contact possible sponsors for support.
- c. **Radio Ads** – Committee considered Radio Medford proposal. **Motion made by Barbara Ciaramella not to do additional radio advertising with Radio Medford; motion seconded and Committee voted; the motion carried unanimously.**
- d. **Fireworks Funding Request** – Gary presented the VFW request for fireworks. City Council willing to make a \$2000 contribution from the Transient Occupancy Tax funds if TPAC is agreeable. Committee discussed TPAC's original criteria for funding new events and promoting tourism and this event is not new, the hotels are already full for 4th of July, and does not meet the committee objectives. **Motion made by Emma Keskeny not to recommend use of TOT funds for the fireworks as it does not meet the criteria for bringing more tourists into the community and is not consistent with the purpose of promoting tourism; motion seconded and Committee voted, 3 in favor, Bob Pieper and Barbara Ciaramella opposed; the motion carried.**

Continued discussion on the funding of proposals - **Motion made by Tim Patterson to allocate \$5000 to the radio station if they reach a fundraising goal of \$18,000, \$2000 for a potential Brookings brochure, and allocation of \$2000 for fireworks in case City Council takes TOT funds which would leave \$1500 for future events; Emma Keskeny seconded. Emma Keskeny made a motion to amend the amounts to \$3500 for the radio station proposal, \$2500 for brochures, and allocate \$2000 for fireworks, leaving \$1500 for future events; motion to amend seconded.** Discussion pursued regarding allocating funds to certain items that may have to be changed in the future. **Motions withdrawn. Motion made by Tim Patterson to allocate \$5000 to the radio station; no second. Motion made by Barbara Ciaramella to allocate \$2500 to the radio station, contingent upon receiving a report that they have reached their funding goal sufficient to start operations, motion seconded and committee voted; three in favor, Tim Patterson opposed, Candice Michel recused; the motion carried.**

5. INFORMATIONAL ITEMS

a. TPAC Budget and Internet Hit Info – information reviewed.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for April 16 at 4:00 pm. Barbara interested in pursuing her 100 days of Summer and to provide information for next meeting agenda.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:51 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at April 16, 2015 meeting)