

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – April 16, 2015

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

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

Absent: Committee member Barbara Ciaramella

2. APPROVAL OF MINUTES

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

3. PUBLIC COMMENT - None

4. ACTION ITEMS

- a. **Chetco Brewing Company OktoberFest Proposal** – Raymond Ross advised that the event is to be held in the Century Plaza parking lot and they will be inviting approximately 20 additional breweries and food vendors to attend. They plan to have Oktoberfest activities and entertainment and hope to draw @800 people to the event. They will be charging admission, have fenced off areas for the beer garden, have volunteers policing the area, and will follow OLC requirements. Tim Patterson questioned why they needed TPAC funding as their budget looks like they will make a profit. Mr. Ross advised that being a first year event they were uncertain of all the expenses and of the event attendance and if there would be an actual profit; any additional funds would be used for future events. Skip questioned if there was enough parking at the venue location for the amount of people they are expecting, Mr. Ross advised they will be discussing parking with Fred Meyer and Rays. They had considered Azalea Park, but the area would need to be fenced in and the Port was not interested. In case of rain vendors will have tents and they will check into renting a tent closer to the event pending the weather. Committee wanted to review other event proposals before making recommendation.
- b. **Coastal Christmas in Brookings Proposal** – Gary advised that two separate organizations are proposing Christmas decoration projects as outlined in the TPAC CARs. Kathleen Breshears of Coastal Christmas in Brookings-Harbor advises that their organization believes the more festive and decorated the town is the more people will visit and spend money. They were funded \$1500 in 2014 and are unable to expand without additional funding each year. Klaus Gielisch of Natures Coastal Holiday advised that they are requesting funds for a one time project to recondition 15 bell sculptures that would be placed downtown to compliment the other seasonal decorations and to build light arches to expand and light up the pathway to the Capella during Natures Coastal Holiday in Azalea Park. Committee questioned pursuing outside revenue and sponsorships for additional funding. Committee continued to review additional agenda items before making recommendation.
- c. **Brookings Brochure** – Tony Baron advised that he is interested in creating a Parks and Recreation brochure to advertise park and community recreation sports/events and thought the two brochures could be combined. The Chamber of Commerce is currently soliciting advertisers for a Brookings-Harbor brochure. Gary reviewed production and distribution cost information he had obtained. There was concern that brochures may be duplicating information. Matter continued to May agenda.

Committee reviewed anticipated budget items and asked questions of the event proposal applicants. City Manager advised committee members that if they are a member of one of the

groups seeking funding they should abstain from voting on that request to avoid being found in conflict of interest. Committee member Bob Piper and Chair Tim Patterson recused themselves from voting on the Coastal Christmas Event proposal.

Motion made by Candice Michel to fund the OktoberFest event in the amount of \$3500; motion seconded and Committee voted; the motion carried unanimously. Matter forwarded to the City Council.

Candice considered funding the bells and the downtown decorations proposals, but felt funding money for the arches may not be the best use of TPAC funds as Natures Coastal Holiday Light Show already attracts tourists and that the arches are not likely to add more visitors. Emma and Candice thought that money could be used for another actual event. Suggested Natures Coastal Holiday return in three months to request funding for the arches, as the budget may be more defined then.

Motion made by Candice Michel to fund Natures Coastal Holiday reconditioning of the bells in the amount of \$3510 and fund the Coastal Christmas event in the amount of \$5000; motion seconded. Committee discussed. **Motion withdrawn. Motion made by Candice Michel to fund Natures Coastal Holiday reconditioning of the bells in the amount of \$3510; Tim Patterson amended the motion to fund both Natures Coastal Holiday proposal for the bells and arches in the amount of \$7170; motion seconded.** Committee discussed, members wanted to support all three proposals but uncertain if it was the best use of TPAC funds, not knowing if more event proposals would come in for other months of the year and being able to fund other worthy events if event funding is depleted to soon. **Committee voted; one in favor, four opposed; motion failed. Motion made by Tim Patterson to fund Natures Coastal Holiday for the bells in the amount of \$3510 and loan them monies to proceed with the arches; motion seconded.** Discussion on loan requirements. **Committee voted; one in favor, four opposed; motion failed. Motion made by Candice Michel to fund Natures Coastal Holiday reconditioning of the bells in the amount of \$3510; motion seconded and Committee voted; the motion carried unanimously. Motion made by Candice Michel to fund Coastal Christmas event in the amount of \$5000; motion seconded and Committee voted three in favor, Tim Patterson and Bob Pieper recused; the motion carried.** Matter forwarded to the City Council. Suggested that the proposal for the arches be resubmitted for the June agenda.

5. INFORMATIONAL ITEMS

- a. **Rob Spooner – Oregon Coast Magazine** – continued to May agenda.
- b. **100 Days of Christmas** – matter removed from agenda.
- c. **TPAC Budget and Internet Hit Info** – information reviewed.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for May 21 at 4:00 pm. Tim Patterson would like to add Google-Plus page Advisory Services RFP be added to the agenda for discussion to assist business owners to establish a Google Plus page to help customers find their business on the internet.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:58 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at May 21, 2015 meeting)