

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – May 21, 2015

CALL TO ORDER

Meeting called to order at 4:10 PM

1. ROLL CALL

Present: Committee members, Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood and Chair Tim Patterson. Also present, PW Admin Asst. Lauri Ziemer

Absent: Committee member Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of April 16, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT – None

4. ACTION ITEMS

- a. **541Run.com Event Proposal** – Jon Carlson advised that the event date has been changed to Sunday, October 4th and he is hoping for 400-600 people. Barbara suggested a theme run to attract runners to the event. Candice questioned if the event will bring out of town people to fill beds and requested Jon provide more information on projected income and expenses. Jon plans to promote the run on social media, at local events and to advertise for more exposure to draw people from other areas. **Motion made by Candice Michel to table the proposal until next month when Jon can provide more budget details; motion seconded and Committee voted; the motion carried unanimously.**
- b. **Participation in Brookings Harbor Chamber Map/Brochure** – Bob Pieper questioned if the Chamber would fulfill their obligation to create and finish the map/brochure as in the past they have not completed and/or participated in projects that were initiated. **Motion made by Skip Watwood to approve participation in the Brookings Harbor Chamber of Commerce 2015-17 map publication at a cost not to exceed \$595 utilizing Transient Occupancy Tax funds; motion seconded.** Discussion pursued, committee thought the map/brochure was redundant as the Pilot already produces a city map with advertisers, and wondered since the Chamber only allows Chamber members to advertise if it was discrimination to non-members businesses. Discussed why the Chamber submitted the proposal to City Council first and the short time frame provided. Discussed the QR Code and that the advertising is to direct tourist to City Hall and the City Website for visitor information and that the chamber map/brochure will go out in chamber relocation packets. Committee agreed the exposure was the ultimate goal. **Motion seconded and Committee voted; the motion carried unanimously.**
- c. **Brookings Brochure** – Rob Spooner from Oregon Coast Magazine advised the he would be able to help with the design of a straight forward brochure and suggested an eight panel, simple fold, 8.5 x 14" size that could be printed for @\$8000/40,000 copies. Committee discussed sharing the design and printing costs of the brochure four ways between the Chamber, Port, County and City and only have the brochure distributed locally, mailings and for conferences. **Motion made by Candice Michel to have Barbara Ciaramella pursue amassing information on a brochure and the possibilities of sharing costs; motion seconded and Committee voted; the motion carried unanimously.**

5. INFORMATIONAL ITEMS

- a. **Rob Spooner, Oregon Coast Magazine** - Rob Spooner from the Oregon Coast Magazine - Mile By Mile Guide advised that there is no print advertising for Brookings-Harbor in the guide

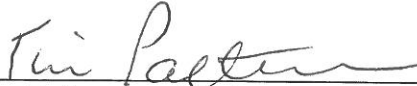
this year as the Chamber no longer advertises in the publication. The magazine still includes Brookings in the mile by mile descriptions and businesses still pay for their own advertising. The next guide will be published in February 2016 and a two page ad layout runs \$2200-2300. Candice suggested partnering with the Port and Barbara advised she was meeting with the port and would ask if they would be interested in partnering in the costs of a print ad for next year's publication. **Motion made by Candice Michel to have Barbara Ciaramella contact the Port to see if they are interested in sharing the expense for a print ad in next year's Mile by Mile Guide; motion seconded and Committee voted; the motion carried unanimously.**

- b. 2015-16 Promotion Proposals** – Committee reviewed the suggestions presented in the CAR and agreed the items worth considering. #1 - thought the previous videos were very good and reviewed the Internet Hit info provided in agenda packet. Thought some yearly events were worth making individual 60 second videos or possibly combining a 120 second video with two events. Would like more info. #2 – would like more info on costs. #3 – No. #4 – Yes. #5 – Yes. #6 – Yes, probably 5 & 6 could be combined. #7 – Yes, already doing with Chamber and Port and willing to consider partnering with other businesses.
- c. Google Plus Page Advisory Services** – Tim Patterson would like to continue this item for the next agenda to discuss Google-Plus page Advisory Services RFP which would assist business owners to establish a Google Plus page to help customers find their business on the internet.
- d. Tourism Grows Economy** – info reviewed, no discussion.
- e. Century Building Centennial Celebration Event Evaluation** – reviewed and appreciated that the event coordinators submitted the evaluation.
- f. Council Action on TPAC Recommendations** – no discussion.
- g. TPAC Budget and Internet Hit Info** – no discussion.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for June 18 at 4:00 pm. Tim would like to include a discussion on allowing Tourism event proposal funds to be loaned as opposed to granting.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 6:10 pm.

Respectfully submitted,



Tim Patterson, Chair
(approved at June 18, 2015 meeting)