

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

**CALL TO ORDER**

Meeting called to order at 4:05 PM

**1. ROLL CALL**

*Present:* Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, and Chair Tim Patterson. Also present, City Manager Gary Milliman

*Absent:* Committee members Skip Watwood, Emma Keskeny

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of June 18, 2015; motion seconded and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT**

None

**4. ACTION ITEMS**

- a. **City Visitor Mobile App** – Gary advised that the city website developer has a mobile app that can be developed to coordinate with the city website and the monies would come out of the IT budget
- b. **421Run.com Event Proposal** – Jon Carlson presented an update of expenses for his event. He advised that the event needs a “timer” to adequately document the runners times and a website built to attract and appeal to competition runners. He believes the amount requested of \$1500 will have to be increased to cover expenses and wondered if that was possible. He is anticipating @300 runners x \$20 registration fees plus t-shirts sales as his income. Committee would like to see budget cost projections more detailed and broken down to ensure the event is successful. Jon advised he is able to postpone the event from October to June to plan, budget, and find additional sponsors. Matter continued.
- c. **Bands, Brew & BBQ Event Proposal** – Bruce Ellis not present no action.
- d. **Oregon Coast Mile by Mile Advertising** – Barbara Ciaramella presented a cost proposal from Rob Spooner for print advertising in the Mile-by-Mile Guide which would cost \$2243. Barbara to contact the Chamber and Port to discuss possible cost sharing. Matter continued to August.
- e. **Brookings Brochure** – Barbara Ciaramella has contacted state parks and the county to propose a cost share of the brochure and they are interested. Would like to include a city map, county map and the Samuel Boardman trail map on the brochure. Continued to August.
- f. **Xplore Film Proposal** – Discussed video proposal, Candice thought the new Gold Beach drone video by Apple Box was very good and thought it was important to update the tourism video library yearly. Decided to determine 2015-16 budget for video before continuing discussion.

**5. INFORMATIONAL ITEMS**

- a. **Remove or Modify Downtown Park Restrictions** – Tim Patterson wondered that since the downtown two hour parking restrictions are not enforced if the signs could be taken down so as not to inhibit tourists from stopping and shopping on main street. He will possibly pursue thru City Council or Planning Commission.
- b. **Tourism Event Proposal Loans vs. Grants** – set aside \$6000 in the events budget for loans, details not discussed.
- c. **Google Plus Page Advisory Services RFP** – Bob Pieper believes it is not up to TPAC to hire someone for Advisory Services but that someone should come to TPAC and contract to do that.

**d. 2015-16 TPAC Budget** – Gary provided the TPAC 2015-16 budget information and reviewed. He advised that Natures Coastal Holiday requested \$3600 at the July 6<sup>th</sup> City Council meeting for the lighted archway to the Capella. The Council voted 2 to 2 and the request was not approved. Bob Pieper thought the Wild Rogue Relay event was a great success in Azalea Park and suggested financial support be considered again to encourage them to return next year. Gary reminded the group that the Wild Rogue Relay is a for profit business and the City contributed greatly to the event in man hours and expenses. Gary advised Tony Baron is in contact with the group and will invite him to next TPAC meeting to discuss ways to keep event from moving to Gold Beach.

Committee continued review of 2015-16 budget. Broke down budget as follows: \$16,000 for Events with \$6000 set aside for loans, \$2200 for Mile by Mile advertising. \$2000 for brochure, and \$5000 for video. **Motion made to preliminary approve the 2015-16 budget, to await final approval next month when additional two members of committee are in attendance; and Committee voted; the motion carried unanimously.**

**e. Internet Hit Info** – Tim would like to see the monthly new views broken out.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for August 20 at 4:00 pm.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:26 pm.

Respectfully submitted,



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Tim Patterson, Chair

(approved at August 20, 2015 meeting)