

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)
MINUTES
Thursday – June 19, 2014

CALL TO ORDER

Meeting called to order at 4:12 PM

1. ROLL CALL

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

Absent: Tim Patterson

Also present: City Manager Gary Milliman, City Clerk Joyce Heffington, Finance Director Janell Howard and IT Consultant Brian Pachetti

2. APPROVAL OF MINUTES

Motion made to approve the minutes of May 29, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

a. Oregon Lifestyles DVD Proposals – Terri-Lynn Kalhagen of Makai Ohana Productions discussed their proposal to develop a video featuring Brookings that could be sold or used for promotional purposes. No action was taken.

b. Outdoor Writers Association Proposal – Brookings-Harbor Chamber President Arlis Steele, Crescent City/Del Norte Chamber Executive Director Jeff Parmer and Americas Wild Rivers Coast representative Cindy Vosbury made a presentation on their request that Brookings participate in hosting the Outdoor Writers Association of California fall conference. The conference will be at Lucky 7. Gold Beach and Crescent City have agreed to sponsor at \$3,000 each. Brookings-Harbor Chamber reported that they would be seeking \$1,000 in sponsorships and were seeking a \$2,000 contribution from the City. An itinerary is being prepared which would include locations in Brookings and Harbor. Barbara suggested hosting a dinner in Brookings instead of participating as a sponsor. Committee members asked if the Port was participating; Arlis advised she had not yet contacted them. Several committee members suggested a three-way split Chamber-Port-City at \$1,000 each. Various other ideas were discussed. No action taken.

c. Event Tent - No report as Barbara reported that she had not heard back from the Port.

d. Radio Advertising - Two proposals received from radio stations were presented. A third radio station said they would be submitting a proposal. The Committee discussed when the radio campaign should begin and generally agreed on September. No action taken.

5. INFORMATIONAL ITEMS

a. Festival and Events Risk Management – The City Manager reviewed a recent article on risk management for events that appeared in the June issue of Local Focus magazine. The article was written by the City's insurance carrier and discussed aspects of event risk and risk transfer.

b. City Tourism Website - Joyce Heffington made a presentation concerning the current City website and the Visitor module. The current module has additional capacity that is not being used due to staff limitations. The committee also discussed mobile applications. Staff explained that the City Council felt that the Committee should review the City website and have a discussion about what the Committee's goals for a tourism website were, and why those goals could not be met with the current website before further discussing a possible separate city tourism website. Committee members will review the City website and other websites further and discuss this matter again in July.

c. Agenda Packet Deadlines - The City Manager outlined deadlines for receiving items for placement on the agenda and explained the need for the public to have advance notice of matters that the Committee will be acting on.

d. Post Event Evaluation: Curry County Cruisers - The Committee received a Post Event Evaluation report from Curry County Cruisers. There was no discussion or action. The City Manager reported that the City Council wants the Committee to do a post-event review for each event receiving City funds.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for July 17th at 4:00pm. Bob reported that he will have proposals for two events and Skip reported that he will have a proposal for one event. Both were requested by staff to submit the proposals by the agenda deadline, which would be July 10.

The Committee discussed a possible special meeting to discuss the Outdoor Writers Association proposal and make a recommendation to the City Council. The Committee members were unable to determine a workable date for all members.

7. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 6:20 pm.

Respectfully submitted,



Chair

(approved at July 17, 2014 meeting)