

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)
MINUTES
Thursday – July 17, 2014

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

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

Absent: Skip Watwood

Also present: City Manager Gary Milliman

2. APPROVAL OF MINUTES

Motion made to approve the minutes of June 19, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

Gary Milliman advised two additional items had been submitted after the agenda deadline, he provided the committee information on the Funding Request for McVay Rock Disc Golf Course and the Cape Blanco Music Festival/GoWild Rivers Coast Mobile App. **Motion made to add additional items to agenda; motion seconded and Commission voted; the motion carried unanimously.**

a. Outdoor Writers Association Proposal –Del Norte Chamber Executive Director Jeff Parmer advised that the Port and Chamber have both agreed to sponsor \$1000 each to support the event. A combination of writers, photographers, videographers, radio stations and bloggers participate in the event by visiting local sites and writing articles providing publicity for the area. The funds go towards hosting the organization. **Motion made by Candice Michel to provide \$1000 towards sponsorship of the event; motion seconded and Commission voted; the motion carried unanimously.**

b. Event Funding Request – Coastal Cooking Experience – Anne Boulley, provided information on her event proposal request. Event will be cooking demonstrations by eight local chefs making and using local foods and recipes, food vendors, cooking contests, educational food sessions, and samples. Believes it will attract people from out of the area, and would hope to expand event in future. Will be advertising in Medford, Crescent City, and Coos Bay. **Motion made by Candice Michel to approve \$1000 Event Proposal Request; motion seconded and Commission voted; the motion carried unanimously.**

c. Event Tent – No new information available.

d. Oregon Lifestyles DVD Proposal – committee reviewed previous request to have a DVD made for the cost of \$3000. No further action taken, died for lack of motion.

e. Cape Blanco Music Festival and Go Wild Rivers Coast Mobile App – Charlie Kocher presented information on the advertising that is being planned for the Cape Blanco Music Festival and advised if the committee wanted to include an ad for Brookings it would cost \$864 with an ad deadline of Monday. Charlie also advised the committee that the Wild Rivers Go App is up and running and they have had a great response, explained how the app works, marketing, number of

people downloading app and answered questions. Committee discussed submitting ad for the Cape Blanco event and felt that concert goers would be attending the event and then returning home and ad would not be of value. **Motion made by Tim Patterson to submit an ad for the Cape Blanco Music Festival Advertising; motion died for lack of second. Motion made by Candice Michel to have committee study the Go Wild app and bring the matter back to the committee for further discussion; motion seconded and Commission voted; the motion carried unanimously.**

f. McVay Rock Disc Golf Course - Shane Stevens advised that his group is interested in upgrading/developing a nine disc golf course at McVay Park, they have been working with the State and have been granted a one year use permit. A bridge needs to be constructed to use both sides of the park and the dog park will be reconfigured. The sport is growing with courses in Crescent City and a new one planned for Gold Beach. Clubs do weekly and larger tournaments and would attract visitors to the area. Discussed project/budget costs which need to be provided before further committee consideration, Tim volunteered to help him with preparing proposal.

5. INFORMATIONAL ITEMS

City Tourism Website – Gary had requested everyone view the City website and report back their comments. Candice was concerned about the currentness and upkeep of the events. Barbara thought the City website was easier to navigate than the Travel Oregon and better than the Chambers. Bob thought the website was too governmental appearing and didn't think it was where tourists would go to get tourism information, Candice and Barbara both advised they thought otherwise. Gary advised that the Chamber is developing a new website that will have more emphasis on tourism and promotion of events, with Chamber member business information. Committee did not believe it necessary to further pursue a City tourism website.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for August 21st at 4:00pm, Gary will not be able to attend, Lauri will be attending in his place.

7. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 6:08 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at August 21, 2014 meeting)