

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

MINUTES

Thursday – August 21, 2014

CALL TO ORDER

Meeting called to order at 4:04 PM

1. ROLL CALL

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

Also present: Mayor Ron Hedenskog, Public Works Admin Assistant Lauri Ziemer

2. APPROVAL OF MINUTES

Motion made to approve the minutes of May 15 2014; motion seconded and Commission voted; the motion carried unanimously.

Motion made to approve the minutes of July 17, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

Two citizens advised that Bud Halliday's Carousel had been granted non-profit status and expressed their desire to have the carousel down at the port where it would be more visible. This item has not been brought before the commission or City Council for approval and no location has been determined.

4. ACTION ITEMS

a. Go Wild Rivers Coast Mobile App – Jim Laity did not appear to present the Go Wild App information. Skip advised that 1300 people had downloaded the app and 500 people are using it. He thought it was a great tool, but believes it is mainly for advertising and expensive. Thinks Pilot is competing with larger internet providers like Trip Advisor and doesn't know if app will reach enough people. No further action taken.

b. Radio Advertising Proposals – Joe Willett believes Radio Medford would provide the best coverage with a generic ad and customized tags at the end catered to the time of year and upcoming events. **Motion made by Bob Pieper to approve \$2128 in funding to Radio Medford with Joe Willett assisting with radio ads.** Committee thought to start advertising two weeks before any planned event such as Oktoberfest, Azalea Light Festival, or Crabfest and questioned if advertising had to be consecutive or could be staggered over three months for when events are planned. **Motion seconded and Commission voted; the motion carried unanimously.** Matter forwarded to the City Council.

c. Event Tent – Tim Patterson advised that the Event Tent proposal went before the Port Commission, but met with mixed reviews. Ted Fitzgerald to check further on an event tent that is owned by the Florence Chamber and how it is managed and report back to the Port within the next 30 days. Tim also got a proposal from a tent company in Canada that had smaller module connecting tents that might be considered. Ted would like to participate further with TPAC on tourism events with the Port and determine how many events might plan to use a tent. Barbara offered to contact business owners to find out if they would support a tent for possible use or events. Matter tabled until next months meeting.

5. INFORMATIONAL ITEMS

a. Rogue Relay – Ron Hedenskog advised that the City had been approached by Rogue Relay, a group that has conducted a large running event in June for the past two years and that currently ends in Gold Beach, about the possibility of ending the event at Azalea Park this year. They had requested a \$2500 sponsorship, park fees be waived, portable showers and a catered dinner. Ron indicated that Gold Beach is not happy with the proposed change. The City Council has agreed to contribute \$2500 and a waiver for park use fees. **Motion made by Bob Pieper to approve \$2500 sponsorship from Transient Occupancy Tax Revenues; motion seconded and Commission voted; the motion carried unanimously.** Matter pending upon hearing from Rogue Relay if they decide to change ending point to Azalea Park.

b. Budget Status – Committee reviewed revenue and expenses. Committee was advised that the Coastal Cooking Event by Ann Bouley has been canceled and the \$1000 event fees returned. Currently the remaining TPAC budget balance is \$21,800.45.

c. Festival of Arts Eval Form – Reviewed Evaluation form for the recent Festival of Art Event. Committee members who attended thought it was very successful and a very good location for the event. Tim asked if the group requested monies again next year if anyone thought the committee should approve the request and Candice stated she thought it would be approvable so that the event continues to grow and remains successful. Skip suggested developing a contact, mailing or email list to notify people of upcoming events and encourage tourism. Candice suggested a monthly calendar that is sent out to everyone on the website email list.

d. Branding – Ron Hedenskog brought up information he recently learned of about “Branding” local names and logos for possible income, committee agreed to discuss further a next meeting.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for September 18th at 5:38 pm.

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

Respectfully submitted,



Tim Patterson, Chair

(approved at September 18, 2014 meeting)