

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)
MINUTES
Thursday – October 16, 2014

CALL TO ORDER

Meeting called to order at 4:07 PM

1. ROLL CALL

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

Absent: Skip Watwood

Also present: Public Works Admin Assistant Lauri Ziemer

2. APPROVAL OF MINUTES

Motion made to approve the minutes of September 18, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

a. Event Tent – Tim Patterson provided an update on the Event Tent, advising that the Port has not taken any action to assist with the purchase; he suggested redesignating the funds if they have not made a decision by end of the year. **Motion made by Candice Michel that unless action is taken by the Port on the tent issue by the end of December 2014 the funds be redesignated;** discussion pursued between committee members that they would still like the tent to happen with the Port but cannot wait forever. **Motion seconded and Commission voted; the motion carried unanimously.**

5. INFORMATIONAL ITEMS

a. Brookings Brochure – Lauri Ziemer provided members with tourism brochures from Garibaldi, OR; advised that she has contacted them to learn how their tourism brochures were funded and costs, but has not heard back yet. Barbara advised that the Welcome Center frequently gets requests from tourists for Brookings information and thought a brochure would be beneficial to promote Brookings. The committee agreed a small brochure should be pursued. Barbara advised that the state Welcome Centers do charge rack space to display brochures at @\$700 per year. Barbara to check further into brochure designs and rack space fees and Lauri to check further on brochure costs.

b. Financial Support for Business Groups to Showcase their Industry – Barbara Ciaramella presented outside-the-box idea to put aside \$1000 to \$2000 in TPAC funds to help local businesses showcase their product, promote their business and support tourism by having businesses volunteer to be on a business promotion list, and when a large visiting event group comes through, they could be contacted to provide services at cost to the City. The business gets publicity and potential customers and the city is encouraging and promoting tourism and local business. Tim questioned who would be contacting businesses for promotion items and negotiating the costs, Bob wondered why the businesses would participate if they are not paid full price for services. Idea to be presented to Gary for further discussion. Barbara also suggested

that business owners in town be encouraged to have their employees participate in the Travel Oregon's customer service program called "Q Care" that would help local businesses have better customer service. Tim suggested that committee members all take the course online before the next meeting to see if it is something they should encourage.

c. Radio Contract – Joe Willett advised the current radio spots are 30 seconds and he thought they were to be 60 seconds, going to clarify with Gary. Current spot running now is the Chetco Players Haunted House, next will be the Festival of Lights.

d. Approved TPAC Proposals – Lauri Ziemer advised that the City Council approved the McVay Rock Disc Golf and the Century Building Centennial Celebration event proposals.

e. Writers Association Conference – Barbara Ciaramella advised that she has photos, podcasts, stories and websites from the conference and will set up a Google drive to share all the information.

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

7. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 5:03 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at November 20, 2014 meeting)