

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)
MINUTES
Thursday – November 20, 2014

CALL TO ORDER

Meeting called to order at 4:07 PM

1. ROLL CALL

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

Also present: City Manager Gary Milliman

2. APPROVAL OF MINUTES

Motion made to approve the minutes of October 16, 2014; motion seconded and Commission voted; the motion carried unanimously.

Before start of regular agenda, request made to add item to the agenda. **Motion made to add Community Coastal Christmas Event Proposal to agenda as item 4c; motion seconded and Commission voted; the motion carried unanimously.**

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

a. Wild River Music Festival Event Proposal – Gordon Later and Scott Graves, representatives from Stagelights presented the event proposal and details. This first time 2 day event is planned for August 15-16 at Azalea Park ballfields with multiple musicians of variable genres and venders. They are anticipating attendance at @1500-2500, which would increase tourism and local business activity to benefit the community. Bob Pieper questioned if the event could be held in October or November to be off-season, but was advised that this type of event depends on good weather, longer daylight hours and was planned in between other existing events. Tim Patterson questioned where expected profits from the event would be used, they advised that any profits would be used as seed money to make the festival a yearly event and to be able to invite quality bands that draw larger crowds. Any additional funds may also be donated to the school music program. Joe questioned if they could add "Brookings" to the event title and be known as Brookings Wild River Music Festival to brand the event as belonging here. Tim questioned that since they need seed money and the committee needs funds to promote other off season events if they would be willing to treat this as a non personal guaranteed loan with no interest to repay the grant the event were to prosper. Gordon advised that yes they would consider the idea and they have been discussing with the City to donating funds to secure electricity to the ball parks for lighting and also a portable stage for future events. They have applied for grants and are also seeking sponsorships. Skip Watwood wondered if the city would consider sponsoring the event in exchange for tickets. Committee discussed and wondered if budget had enough funds available, Tim advised that he does not believe the Port is interested in pursuing the event tent therefore the committee would have those funds available. **Motion made by Candice Michel to fund \$5000 for the event proposal submitted, motion seconded;** discussion pursued, Barbara Ciaramello thought \$2500 rather than the full \$5000 requested and the loan idea should be pursued; Skip Watwood skeptical if the event could draw that large of a crowd with folk rock/bluegrass music, Joe Willett questioned the amount being over the TPAC committees generally agreed upon event limit of \$4000; committee still questioned it not being an off season event, but believed it has the possibility of becoming a large event for the area during summer if it has a successful first year. Committee discussed the grant versus loan aspects. **Motion made by Tim Patterson to amend the previous**

motion to \$5000 in a no interest non guaranteed loan, motion seconded; discussion pursued as to loan terms, **and Commission voted, two approved, four opposed; Motion by Candice Michel to amend motion to \$4000 as a grant, motion seconded;** discussion, Skip Watwood brought up possibility of sponsorship by the City wherein the City receives the benefits of being acknowledged as a sponsor and tickets that they can give to charity to raise funds; **Motion by Candice Michel to amend the motion to \$4000 as a sponsorship to obtain the benefits of being a sponsor; motions seconded, and Commission voted; Candice, Joe, Bob, and Skip approved, Tim and Barbara opposed; the motion carries.** Matter forwarded to City Council

b. Financial Support for Business Groups to showcase their Industry – Committee reviewed agenda report, Gary advised that the idea was good and they could forward to the City Council, but stated that City Council is not interested in creating and allocating staff resources. Other entities in town would be more appropriate to handle, Committee agreed to shelve idea.

c. Community Coastal Christmas Event proposal – Candice Michel pointed out that there was not enough time for the City Council to approve the funds if the TPAC committee did recommend funding the event. Tim Patterson advised that the committee chairman is able to front the money and able to wait for funds. Tim Patterson, Bob Pieper, and Barbara Ciaramella are all members of the small local business committee making the event proposal. Tim Patterson advised the proposal is to light 30 downtown trees with battery operated light strings, wrap light poles with lights and put up the old whales on buildings, but not over sidewalks. Gary advised that no permits have yet been requested and will have to be submitted and approved before any lights are put up on City property. **Motion made by Candice Michel to authorize the expenditure of \$1500 to the committee to make Brookings look beautiful at Christmas time, pending play nice with the City and get all the ducks in a row;** three committee members recused themselves from voting. **Motion seconded and remaining three Commissioners voted; the motion carried unanimously.** Tim Patterson to pick up City permit application. Gary advised that any lights on the bridge or at the small park would have to be approved by ODOT.

5. INFORMATIONAL ITEMS

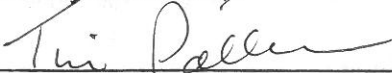
a. Wild Rivers Coast Tourism Product Development Study – not discussed

b. Brookings Brochure – Barbara provided ad that the Chamber had with Travel Oregon last year and advised that Travel Oregon ads run @\$9000. She has spoken with Travel Oregon and they advised they would be willing to help with a City brochure if we ran ad in Visitor Magazine and paid for the brochure printing. Reviewed brochures and mock ups with map, activities and annual events. She also spoke with Newport News Printing who developed a brochure for the Newport Chamber and who is willing to work with us. She asked for ballpark figures and was advised that the last Newport printing order for 155,000 brochures was @\$20,000. That price does not include distribution which involves a brochure distribution program and additional charges. Committee suggested more information and details be investigated to determine if print advertising was worth to cost. Candice suggested checking with the Pilot for brochure design and print costs also. **Motion made by Tim Patterson to table discussion until December meeting; motion seconded and Commission voted; the motion carried unanimously.**

6. SCHEDULE NEXT MEETING - Next meeting scheduled for December 18th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 6:05 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at December 18, 2014 meeting)