

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)
MINUTES
Thursday – December 18, 2014

CALL TO ORDER

Meeting called to order at 4:08 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 November 20, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENT - None

4. ACTION ITEMS

a. Brookings Brochure – Gary provided information he had collected on brochure costs concerning printing, pricing and distribution and previous experience he has had with brochures. He advised that the chamber is getting ready to order 20,000 2015 map brochures. Questions that need to be considered: does the city want to fully fund the brochure or partner with other sponsors or the Chamber. Is 20,000 the right number to print, who produces/designer? Believes trend is moving away from fully printed brochures to rack cards directing people to websites. Barbara presented pricing information she had obtained from The Pilot and the Newport News. Barbara invited Rob Spooner, publisher of the Mile by Mile publication and Julie Schmelzer from Curry County for the January meeting. Gary advised that in the current budget there is no allocation for print advertising and if going to pursue a Brookings brochure they would need to request the City Council reallocate money from the Event Tent, which is no longer being pursued. Barbara suggested committee members review the pricing material she provided and asked members to email her questions they had. Joe Willett advised he is not in favor of brochures and suggested other promotional items be distributed. Barbara provided latest update on Crissey Field, Gary advised the City Council has sent a letter of support in keeping Crissey Field open year around. Discussion on brochures continued to January.

5. INFORMATIONAL ITEMS

a. TPAC Budget, Transient Tax and Internet Hit Info – Gary provided a summary of YouTube Video hits. He advised that Curry County is creating a tourism website and new county Administrator Services Director, Julie Schmelzer had requested permission to use the City's videos on their website. Barbara advised that Julie had also been in contact with her for permission to use the city videos on the JumboTron at the Cape Blanco country concert next summer at no cost. Gary reviewed the Transient Occupancy Tax charts for the past year, committee wondered if the closing of the Brookings Inn was the reason for the decrease in bed tax collections in 2014, requested information on the number of rooms they had and the percentage they make up of the tax. Gary contacted Janell who advised that the Brookings Inn typically in July provided 30% of the bed taxes.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for January 15 at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:20 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at January 15, 2015 meeting)