

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)**  
**MINUTES**  
**Thursday, January 16, 2014**

**CALL TO ORDER**

Meeting called to order at 4:06 PM

**1. ROLL CALL**

*Present:* Committee members Candice Michel, Bob Pieper, Joe Willett, and Chair Tim Patterson.

*Absent:* Committee members Barbara Ciaramella and Skip Watwood

*Also present:* City Manager Gary Milliman

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of November 20, 2013; motion seconded and Commission voted; the motion carried unanimously.**

**3. PUBLIC COMMENTS**

None

**4. ACTION ITEMS**

None

**5. INFORMATIONAL ITEMS**

**A. Basketball Tourney Events** – Cindi Beaman gave an update on the upcoming planned Basketball Tournaments. Have used some of the grant monies for development of a web site to attract out of the area teams to the tournaments. They created a third tournament for 7<sup>th</sup> graders and request permission to shift monies from the previous approved 3 on 3 tourney to the new 7<sup>th</sup> grade tourney. **Motion made to allow money to be shifted to third tournament so the basketball events are successful. Motion seconded and Commission voted; all in favor, the motion passes unanimously.**

**B. KOB Channel Five** – Bob Wise, General Manager of Channel 5 gave an update on the TV promotion schedule and wanted to answer any concerns or questions. Since June they have completed ten different spots and have been running the 4 second IDs to promote Brookings and the area. Pilot Rock has provided them footage for this years upcoming Azalea Festival ads. Bob Pieper questioned when the ads were running, Bob explained they are running in quite a few time slots. Joe questioned the couple on the beach ad, amount of identification and the size/color of the logo. Candice was concerned about the matrix and how many people are being reached and how it is measured. Bob Pieper questioned if their contract is renewed if they had any Slam'n Salmon Derby footage from last year, he did not know but would find out. Joe suggested a visual billboard type ad with the dates. Change of leadership caused some communication issues and committee agreed that a committee member should be delegated as TV/Channel 5 Liaison. Bob indicated Channel 5 would like to renew the contract for the upcoming year and continued to answer questions from the committee concerning scheduling, ad content, station coverage, signal broadcast area, 5 on 5 discussion/interviews, and him attending TPAC meetings by Skype. He advised they would be coming over to cover the Crabfest and that extending the contract agreement through August (two months) was possible and would run approximately \$800 per month if no production changes were needed. Tim questioned website accessibility and Bob advised they have a person that can also assist in a webpage and Facebook page.

**C. Kite Festival** – Michael Pitts Campbell, a Kite Festival organizer gave an overview of the summer Kite Festival and has submitted a Tourism Event Proposal requesting \$1000 for sponsorship to assist in production of the festival. The event is in it's 22<sup>nd</sup> year and is the most popular summer event bringing people from everywhere and filling every hotel room. They try to promote the event out of the area with posters and rack cards, free/reduced advertising is provided by local media so they are unable to contract and pay for additional media advertising. They could check into more print advertising. Kite Festival has been successful for many years, but they have lost a number of sponsors over the last few years; believes they would be able to continue operating for the next 10 years without sponsorship. The event is at capacity and would like to bring in portable grandstands to hold more people to support the event. Committee questioned if event meets the committees goals. Matter continued for further review.

**D. Lucky 7 Marketing** – Candace Penney was unable to attend.

**E. Discussion: Shift advertising emphasis from print to electronic media** - Joe suggested radio airtime might reach more people and it is cheaper. Joe to do more research. Tim requested to postpone the discussion on shifting advertising emphasis.

## **6. LIAISON REPORTS**

**A. TV/Channel 5** – Tim would like to have a dedicated website to direct viewers to rather than the Blue Pacific website and Candice supported the idea of establishing a Facebook page and to take advantage of the support Bob Wise said was available. Bob did not believe Channel 5 has put out much effort. Committee thought extending the contract through the summer was a good idea, matter continued to next meeting.

**B. Apple Box** - Candice played the first of five internet videos for review. A few edit changes suggested, everyone gave their approval, Candice to contact Chris with changes. Tim had YouTube questions, Bob wondered if Chris would be able to attend a TPAC meeting, Candice thought he might be able to schedule a work visit around a TPAC meeting. Candice advised the remaining videos will be completed shortly.

**C. City/Chamber/Port Coordination** – Barbara unable to attend. Bob wondered if the City had been asked to contribute any funds towards the purchase of the tent, Gary advised "No".

**D. Events** - Bob presented Kite Festival application. Committee acknowledged that this is already an established successful event; Bob suggested the committee have an event goal discussion, as a new event takes a lot of energy and money to start, but current ongoing events are also difficult to fund and need fund consideration also. The committees current goal is to help new events get started and noticed so they attract and promote tourism. Committee agrees many events need funds to continue and expand, but events should become self-sustaining. Gary advised goal is promoting events that have the potential for increasing the volume of tourists. Kite Festival representative indicated event is already maxed out and all the motel rooms are already filled. The committees event proposal goals can be reviewed and redefined for next year to include increasing business and restaurant sales but currently the Kite Festival does not fit present goals. Candice and Joe suggested doing an advertising donut specifically for the Kite Festival or a radio ad.

**i. CPP – Haunted House Evaluation** – Joe had heard it was the best Haunted House they ever had. Bob believes the \$300 provided extra advertising for the event to be successful.

**ii. Rotary – Raining Cats & Dogs Evaluation** - no discussion

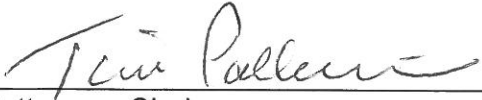
**E. Print Media** – Joe provided info on upcoming local events, believes the upcoming Cape Blanco Music Festival will bring many tourists to town.

**7. NEXT MEETING SCHEDULED** - Next meeting scheduled for Thursday, Feb. 20<sup>th</sup> at 4:00pm.

**8. ADJOURNMENT**

With no further business before the Committee, the meeting adjourned at 6:57 pm.

Respectfully submitted,

A handwritten signature in cursive script, reading "Tim Patterson", written in black ink. The signature is positioned above a horizontal line.

Tim Patterson, Chair

(approved at February 20, 2014 meeting)