

## TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

### MINUTES

Thursday, March 20, 2014

#### CALL TO ORDER

Meeting called to order at 4:00 PM

#### 1. ROLL CALL

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

*Absent:* Committee Member Skip Watwood

*Also present:* City Manager Gary Milliman

#### 2. APPROVAL OF MINUTES

**Motion made to approve the minutes of February 20, 2014; motion seconded and Commission voted; the motion carried unanimously.**

#### 3. PUBLIC COMMENTS

None

#### 4. ACTION ITEMS

**a. Channel 5 Contract Extension** – Matter was previously tabled. Gary to request a breakdown of the expense categories from Janell for further clarification of committee expenses. Cost of contract extension is approximately \$1600. Bob Pieper was not impressed with their coverage and doesn't believe they made any extra efforts but thought for those two months the extension would provide advertising of the summer events. Joe believes radio advertising could accomplish the same results. Candice was in favor of an extension as the ads are already made and in place and it was a small expenditure to get ad coverage for the summer events. Barbara first wanted to know if there was money in the budget to extend. She thought if they were going to stay with TV ads the committee could start with someone new and be ready with ads when the Channel 5 contract ends in June, but if committee decided not to do television advertising they should extend the contract for the summer. Tim recommended creating a budget for next year and make the decisions of how they are going to advertise next year. **Motion made to further table this matter for two weeks and to meet in two weeks to discuss preliminary budget making and planning; motion seconded and Commission voted; all in favor, the motion passes unanimously.** Budget planning meeting scheduled for Friday, April 4 at 4 pm.

**b. Electronic Media Proposals** – Jon Carlson provided a proposal to the committee to build a tourism website using UTube, Facebook and other social media. City would own the domain and content, he would administer and maintain the site for a \$250 monthly fee. Gary questioned if an RFP had been requested, if this site would be duplicating the City's website, if it would link to the Chambers website, if Jon would be an independent contractor, and who is responsible for content control. Barbara questioned if there are already too many websites and if current City website could be integrated with tourism info, Candice pointed out that one central tourism website to direct people to would be easier without adding to current staffs workload. Gary outlined process for defining proposals and request for proposals.

#### 5. INFORMATIONAL ITEMS

**a. Channel 5 Tank of Gas Sponsorship** – Gary advised information was submitted for their review. **Motion made to spend \$3000 on sponsorship. Motion dies for lack of second.**

**b. Carousel** – Bud Halliday is interested in obtaining and establishing a carousel in town to attract tourism and believes there are several locations that might be possible. Costs approximated at \$350,000. Committee advised they are unable to assist in such a project as it is not in their scope, but all thought it was something he could pursue further with the City, port or other interested parties.

**c. Current Status of Funds** – Gary advised that there is currently a remaining balance of approximately \$12,000.

## **LIAISON REPORTS**

**A. TV/Channel 5** – previously discussed.

**B. Apple Box** – Candice reported that Chris has added more footage and edited the videos. She requested everyone review and get back to her within 48 hours with any feedback otherwise she will advise Chris they are approved.

**C. City/Chamber/Port Coordination** – Barbara wondered if the City had heard back from the Chamber regarding the letter sent to participate in purchasing the event tent. Tim suggested the City should participate in funding of the tent, but not become part owners of the tent, letting the port be the responsible owners and maintainers of the tent. With remaining TPAC funds committee earmarked additional \$5000 for tent cost. Barbara to talk to Ted and Arlis further and put on agenda for April 17<sup>th</sup> meeting. Barbara requested funds to attend a Travel Oregon Conference in Bend as she is going to be in that area, advised to obtain costs and present at next meeting.

## **D. Events**

**1. Community Christmas Tree Evaluation** – Bob advised the event was successful and brought several groups together. An electrical outlet was able to be set in. Believed some people driving through might have stopped, but does not know exactly how many people came to see it.

**2. Southern Oregon Crabfest Evaluation** – Robert Gorsz advised the event was successful, with the motels full and restaurants very busy. Event did lose money, but believes could create future event that would break even. Many people from out of town attended, they ran ads within 200 miles and many people came from the Rogue Valley. They underestimated the amount of people and in planning for next year they would rent another larger tent and plan to serve crab meals all day long. Barbara questioned if the event was going to be self supporting next year, he indicated that they would request funds as they would need money for another tent and other expenses. Barbara advised she did not think the committee should commit so large amount of funds to events without investigating event thoroughly.

**E. Print Media** – Joe advised the Curry Coastal Pilot is printing a special edition for the Bi-Mart Concert in August, wondered if the committee wanted to submit an ad for the Art Festival in Stout Park. Joe to get ad prices.

**6. NEXT MEETING SCHEDULED** - Next meetings scheduled April 4<sup>th</sup> and April 17<sup>th</sup> at 4:00pm.

**7. ADJOURNMENT** - With no further business before the Committee, the meeting adjourned at 6:17 pm.

Respectfully submitted,



Tim Patterson, Chair (approved at April 4, 2014 meeting)