

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

MINUTES

Thursday, May 15, 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: Admin Assistant Lauri Ziemer, Parks Supervisor Tony Baron, B-H Port Manager, Ted Fitzgerald

2. APPROVAL OF MINUTES

Motion made to approve the minutes of April 4, 2014; motion seconded and Commission voted; the motion carried unanimously.

Motion made to approve the minutes of April 17, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

Tony Baron presented Tour DeBrookings Promotional Biking event information on behalf of Mayor Hedenskog. Members thought the idea had potential to attract bicyclists to the area, but would need more coordination and organization. Bob Pieper to talk to the local bike shop owner to determine if they might be interested in the idea and organize an event. Barbara advised Loree Pryce is also working on an Oregon biking grant.

4. ACTION ITEMS

a. Tent – Invited guest Ted Fitzgerald discussed his ideas on the tent; thought the Port would be a good location to invest in a permanent tent pad and anchors, but did not necessarily want Port to own, store, maintain and be liable for the tent. There is currently a Pistol River family that has a tent they rent out and may be able to work out an event schedule with them for a reasonable amount rather than buy a tent, and also suggested checking into the cost of renting a tent from larger rental agencies like United rentals when events are scheduled. Barbara mentioned Curry County also has tents and is to check with them on their tent rental costs. Tim thought it would be better for the Port to own the tent so they are in control. Discussed tent sizes, costs and expansion possibilities which Barbara has researched. Committee agreed that they should have a tent by this winter if not sooner. Matter to be discussed further at May 29th meeting.

5. INFORMATIONAL ITEMS

Ted gave an update on the Party at the Port and some of the events planned for Azalea Festival.

6. LIAISON REPORTS

a. City/Chamber/Port Coordination – Barbara advised Candice Penny is no longer at the Casino and she spoke with her replacement and would like to invite him to a future meeting.

b. Events – Bob says he is focusing on a whale idea event and a bicycle event and he is trying to find people who would be interested in proceeding with event ideas. Committee thought a biking event might be possible. Candice had talked with Scott Graves of Stagelights about putting together an off-season music weekend event in different venues around town, she advised him to submit a proposal. Barbara also suggested a History Pub event in connection

with the 100 year anniversary of the Central Building, which she thought Carolyn Milliman might be interested in coordinating. Skip suggested groups who might be interested in a beer festival/Octoberfest and to check further with them. Tim suggested a press release asking for Event proposals.

- c. **Print Media** – Joe had been in contact Carson Media Marketing and they would be willing to conduct a presentation and media analysis for the committee knowing we did not have money set aside for large amounts of advertising. He also had been in contact with Bi-Coastal Media and advised that 3 months of summer radio ads would cost @\$1448. Costs would include the ad production and updated weekly tags to encourage visitors. Bob questioned if radio ads were necessary during the summer when motels were already full and the committee thought ads should be run during the off season. Joe to write up bid details for committee to discuss for RFP's, and a sample radio commercial.

Barbara suggested an electronic billboard at Crissey Field advertising Brookings, Tim suggested she research the possibility further.

7. NEXT MEETING SCHEDULED - Next meeting scheduled May 29th at 4:00pm to further discuss the tent.

8. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 6:15 pm.

Respectfully submitted,



Tim Patterson, Chair
(approved at ~~May 29, 2014~~ meeting)

August 21, 2014