

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)
MINUTES
Thursday, April 17, 2014

CALL TO ORDER

Meeting called to order at 4:08 PM

1. ROLL CALL

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

Absent: Committee Member Skip Watwood

Also present: Admin Assistant Lauri Ziemer

Resignation of Committee member Ron McCreary accepted

2. APPROVAL OF MINUTES

Minutes of pervious meeting not completed for approval

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

a. Tent – Invited guest Ted Fitzgerald unable to attend. Tim advised the Port may possibly still be interested in pursuing an Event Tent; Barbara will schedule a meeting with him to determine if Port is still interested. Barbara also shared idea of creating a Bikeshare, an outside the box tourism idea with start up costs of around \$10,000. Joe mentioned the need for more bike racks in town to encourage bikers to stop and look around. Committee invited her to do more research.

5. INFORMATIONAL ITEMS

a. Budget - Committee received the budget they created at the last meeting and were advised that it was presented to the City Council and approved. Committee requested date of joint workshop with City Council and Tourism Committee. Possibly May 5th, Lauri to confirm date and advise members of date so they can attend. Committee discussed residency requirements for committee members believing there should be a length of time of living in the area to qualify to be on the committee and would like to discuss at a future meeting. They agreed there has to be a fine balance of tourists and residents so as not to become a circus type tourist area. Candice suggested a workshop with the other City committees to communicate and create a vision about what Brookings is going to look like in ten years and share ideas to create a ten year plan to preserve its smallness but to also increase tourism/event attendance.

b. BiCoastal Media Info – Committee received the BiCoastal media information and Joe is to do research into radio stations in the Medford area for radio advertising to determine how much advertising the \$2000 allocated in budget will buy. Joe advised typically the radio agency will create the ad, but he is also willing write the ad and do the narrating.

6. LIAISON REPORTS

a. TV/Channel 5 – City Council approved the two month contract extension with KOB1, Gary to contact KOB1.

b. Apple Box – Chris in process of sending videos to Joyce to be uploaded onto Brookings You Tube website.

c. City/Chamber/Port Coordination – previously discussed.

d. Events – Bob advised that the car show is coming up over Azalea Festival weekend. Barbara suggested a concert at Azalea Park would draw a large crowd also, committee discussed capability of organizations to coordinate such events and have a large attendance. Tim suggested a Brookings Event Committee that coordinates all events. Bob questioned if the RFP for the tourism website had been done yet.

e. Print Media – Joe to get rates and info to put a print ad in the Curry Pilot's special edition for the upcoming Bi-Mart Coastal Concert in August.

7. NEXT MEETING SCHEDULED - Next meeting scheduled May 15th at 4:00pm.

8. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 5:30 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at May 15, 2014 meeting)