

TOURISM PROMOTION ADVISORY COMMITTEE
MINUTES
Tuesday, July 30, 2013

CALL TO ORDER

Meeting called to order at 4:02 PM.

ROLL CALL

Present: Committee members Candice Michel, Peter Spratt, Joe Willet, Ciaramella, Tim Patterson
Committee member Spratt left the meeting at 5:15 PM.

Also present: City Manager Gary Milliman, Councilor Jake Pieper, Pilot Reporter Jane Stebbins

INFORMATIONAL ITEMS

a- c. Emails from Makai Ohana Productions, Gerry Masterman, Dave Lacey re: kayak tours - City Manager Milliman briefly discussed emails received from Makai Ohana Productions, Gerry Masterman and Dave Lacey. He suggested return correspondence indicating that none of these activities were within the scope of the Committees current program of work and budget. Spratt offered to develop a response for use in such inquiries, Michel commented on an Oregon Lifestyles publication. Willet commented that the Committee should be looking at additional advertising programs.

d. Status of KOBİ 5 commercial -Milliman showed the KOBİ commercials - Committee members offered comments. Spratt said he would try and obtain a schedule for the showings from KOBİ.

e. Status of Internet Advertising Contract - Milliman reported that staff was finalizing the contract for internet advertising. He said there was a delay due to the contractor not having insurance, but that this matter was being resolved. Michel said she was discussing the project with the contractor. Michel requested each Committee member to contact her and tell her "what do you want to see and what do you not want to see." This will be placed on the next agenda.

ACTION ITEMS

a. Future Committee Structure/Project Assignments - Committee discussed the future organization and role of the committee in preparation for a joint August 5 workshop with the City Council. Spratt led the discussion. Three basic alternatives were discussed: 1) retaining the Committee as-is, 2) creating a new City-appointed committee with designated seats, 3) a joint committee with shared resources to include representatives of the City, the Port District and the Chamber of Commerce.

The Committee discussed the Committee role in approving the use of allocated funds; perhaps seeking Council authority to decide how the budgeted funds were to be used without going to the Council for approval of each project.

a. Collaboration with Port District and Chamber - A general consensus was that the City should be moving toward a structure which would involve a joint agreement among the City, Port District and Chamber of Commerce to pool their resources to fund a common tourism promotion program.

There was a general discussion about Committee membership; qualifications to serve on the Committee; on member concerns regarding how the Committee functions; and about how project assignments are made. This last discussion matter will be placed on the next agenda.

ADJOURNMENT

With no further business before the Committee, the meeting adjourned at 5:38 pm.