

TOURISM PROMOTION ADVISORY COMMITTEE
MINUTES
Thursday, August 15, 2013

CALL TO ORDER

Meeting called to order at 4:02 PM.

1. ROLL CALL

Present: Committee members Candice Michel, Peter Spratt, Joe Willett, Barbara Ciaramella

Absent: Tim Patterson

Also present: City Manager Gary Milliman, Councilor Jake Pieper

2. APPROVAL OF MINUTES

Motion made to approve the minutes of July 30, 2013 as written; motion seconded and Commission voted; the motion carried unanimously.

3. INFORMATIONAL ITEMS

A. KOBI Update - Peter advised that he liked the format and that for the Fall would like to see images of fishing, walking, hiking, golfing, fall colors, Stout Park Railway, pumpkin patch, keep it different enough to attract all types for the seasonal events. Change out the kayak image, include sports fishing, farmers market. Peter willing to relay changes to KOBI.

B. Apple Box Update - Candice advised that the contract is signed, and would like committee members to put in writing what they would like to see or not see in the videos. Four or more spots, focus in each spot to be on items unique to Brookings with people and scenery. Question arose if this was to be a promotional video widely distributed with basic generic photo shots of the City to be used when stations needed footage video, determined that was not the general purpose, the concept City Council approved was an internet advertising campaign.

4. ACTION ITEMS

A. Appoint Chair - Gary advised that City Council would like to have an appointed chairperson. Peter declined a nomination. Nominations received for Tim Patterson and Bob Pieper. **Committee voted, 4 votes for Tim, 1 vote for Bob. Tim Patterson appointed chairperson.**

B. Liaison Assignments - With a quorum present **Motion made to ratify previous liaison appointments with Tim Patterson Liaison for Special Events, Peter Spratt Liaison for KOBI TV, and Candice Michel Liaison for Apple Box. Motion seconded and discussion pursued.** Barbara stated she would also like to contribute and be liaison for a City/Chamber Port committee to work towards bringing all parties to the table in the next six months. Attempt to put together a coalition with respect to advertising with the understanding that the coalition requires a financial commitment from each group. Committee unsure if committee is to be involved in determining what happens in the future with the other entities. **Commission voted; the motion carried unanimously. Motion made to ratify the actions taken by those people since they were unofficially appointed up to present date, motion seconded and Commission voted; the motion carried unanimously.** Reminder that Liaison point persons do not have authority to make any decisions or commit to any course of action, only to represent committee. Gary suggested development of coalitions with the Chamber, port and city and the ongoing Rural

Tourism Studio. **Motion made to appoint Barbara as Liaison for the Joint Venture City/Chamber Port committee and Joe as Liaison for the Rural Tourism Studio. Motion seconded and Commission voted; the motion carried unanimously.**

C. Special Event Proposal - Raining Cats and Dogs - Candice questioned that she thought the intention of providing funds for special events was to pay for advertising to help promote the events, and in their proposal, there is no advertising mentioned. Committee agreed that was the committees intention but Gary advised that the committee could alter that. It was questioned if the event was more or a local event and if it would bring in out of town visitors. **Motion made to grant \$500 to Rotary for the Raining Cats and Dogs to help defray costs. Motion seconded.** Discussion pursued - committee would like clarification on what exactly Rotary is requesting. **Commission voted; the motion failed with no one voting in favor.** Requested Rotary representative be invited to next meeting to present proposal indicating exactly what they want.

D. Preliminary Discussion Re: Use of 2013-14 Funding - Gary advised the City Council allocated \$36,000 for Tourism Promotion. He requested committees ideas on how they would like to spend that money. Ideas suggested included seed money for festivals/events, purchasing of an event tent with the Port or Chamber, print media, radio media and TV advertising. Those items will discussed further at the next meeting.

5. COMMITTEE MEMBER COMMENTS

Peter Spratt regretfully submitted his resignation. He agreed to continue for approximately the next three weeks to finish as TV advertising liaison.

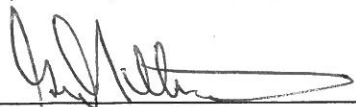
Off season event idea presented for a Crab Fest scheduled for the weekend before the Super Bowl, formal proposal to be submitted. Another suggestion was for a Viking Funeral and/or a Norwegian Festival. Committee believes little unique odd, theme oriented events would draw people.

6. SCHEDULE OF NEXT MEETING - next meeting schedule for Tuesday, August 27th at 4pm.

7. ADJOURNMENT

With no further business before the Committee, the meeting adjourned at 5:24 pm.

Respectfully submitted,



GARY MILLIMAN
CITY MANAGER

Tim Patterson, Chair
(approved at August 26, 2013 meeting)

Note: Chairman was not present at August 15 meeting and there is no Vice-Chair.