

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

MINUTES

Tuesday, August 27, 2013

CALL TO ORDER

Meeting called to order at 4:05 PM.

1. ROLL CALL

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

Also present: City Manager Gary Milliman

2. APPROVAL OF MINUTES

Motion made to approve the minutes of August 15, 2013 as written; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

A. Do-Wop Event Proposal - Bruce Ellis of Pirate Productions presented proposal for a Do-Wop on the Sidewalk off-season event, to include stage/music, beer garden, classic car show and vendors at the Chase Bank parking/Frontage Road area on October 19th; requesting approximately \$4000 in financial support. Committee discussed if able to provide that large of amount to a single event and if location had to be in the City. Committee advised him to return once location details have been worked out, property owners have given approval, beer garden permission obtained, projected income and exact amount of support requesting had been determined. **Motion made to table the discussion until further information is provided. Motion seconded and Commission voted; the motion carried unanimously.** Matter to be scheduled on next meeting agenda.

B. Raining Cats & Dogs Event Proposal - No Rotary representative in attendance. **Motion made to table this item until necessary information is received as to the amount of funds group is requesting. Motion seconded and Commission voted; the motion carried unanimously.** Gary recommended that a new Proposal Event Form be created to include budget information, property owner location approval and amount of funds requested. Review of form to be scheduled on next meeting agenda.

C. Tourism Promotion Budget 2013-14 - Gary asked committee to consider allocation of the available \$28,808 City Council budgeted to the Tourism budget. City Council is looking for recommendations from TPAC on how to spend those funds. Question arose to allocate by activity or event proposals. Tim suggested this topic be made a complete meeting without other agenda items. Discussion pursued, Barbara suggested allocating dollars towards TV advertising, as the internet campaign was done with this year's budget. Also suggested contributing monies towards an organization purchasing an event tent, and allocating a certain amount of the budget for a fund for collaborating with the chamber and port for events in which each would provide equal amounts to help get events started. Gary advised City Council will revisit the TPAC's role in six months to determine how it is to continue. Bob requested more meeting structure with a time limit on public comments and presentations, Gary advised that was possible and a time limit will be initiated. Suggested Event Proposals be reviewed by Bob and the organization be contacted with any

questions before placement on the agenda. Tim wondered if a dedicated Brookings tourism website should be established, there are currently several run by different groups, the City, the Chamber, Blue Pacific and Port. A number of possibilities came up and Gary suggested the matter be set for further discussion. Group discussed possibility of changing the event proposals from just off-season to all year around. These matters to be rescheduled for future meeting agenda items.

D. Chamber Ad Proposal - Chamber of Commerce submitted a last minute ad proposal requesting TPAC partner with them in an Oregon Coast Magazine 2013-14 print ad campaign starting with the magazine's Nov-Dec issue. Decision needed by August 31, 2013, all ad copy and content would be submitted to TPAC committee ahead of time and would help promote awareness and drive visitors to the area. **Motion made to accept the proposal from the Brookings Chamber of Commerce and allocate half of the \$3309 print ad costs for the Oregon Coast Magazine. Motion seconded and Commission voted; the motion carried unanimously.** Gary to advise the Chamber of Commerce.

5. Liaison Reports

A. Apple Box Update - Candice suggested video events including family with kids, young professional couple with hiking and romance, active seniors, one eclectic one with everything including hiking and boating, and one for people thinking forward to retirement. Bob would like to include an aerial view. Committee suggested including Saturday Farmers Market, golf, fishing and weather, camping on the Chetco, Rock n' Bowl, Chetco Museum. Candice has made a list of many possible activities to include.

B. Rural Tourism Studio - Joe reminded everyone that the Rural Tourism Studio workshops coming to the coast area is open for registration and space is limited if anyone wants to sign up.

6. INFORMATIONAL ITEMS

A. Oregon Coast Lifestyles - Terry-Lynn Kalhagen presented proposal to do a 30 minute regional show on Brookings marketing and promoting the area. She presented a sample video of Astoria her company recently completed, explained distribution process and that production would be on community access station and with allocated time slots, cost would be a onetime fee of @\$10,000 to film, produce, organize and distribute. After the first year the cost would be a monthly sponsorship, as long as content is not changed. Advised that they would give permission that the 30 minute piece can be cut and shared to distribute. Candice suggested possibility of getting local business sponsors to contribute half. They would also work with Chris Vandershaft by providing video for the website. They work in digital and HD formats. If committee is interested they will figure up an exact price, and would plan to start filming in October.

Tim Patterson, Chair

(approved at September 10, 2013 meeting)