

# TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

## MINUTES

Tuesday, September 10, 2013

### CALL TO ORDER

Meeting called to order at 4:06 PM.

### 1. ROLL CALL

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

*Also present:* PW/DS Admin Asst. Lauri Ziemer, Pilot Reporter Jane Stebbins, Chamber Director Arlis Steele, and approximately 7 members of public

### 2. APPROVAL OF MINUTES

**Motion made to approve the minutes of August 27, 2013 as written; motion seconded and Commission voted; the motion carried unanimously.**

### 3. PUBLIC COMMENTS

None

### 4. ACTION ITEMS

Committee determined they need to choose how to allocate the Tourism Promotion Budget 2013-14 of \$28,800 and define proposal event criteria so they can determine if the event and ad proposals to be presented today meet the goals and budget of the committee. Audience member Ken Bryan questioned the \$28,000 budget amount and requested details of where tourism monies were previously allocated, stating that tourism monies needed to be spent on promotion and advertising of the local area. Mr. Bryan was advised to submit a Public Records request.

After discussion and review committee decided the \$28,800 budgeted be roughly divided with:

1. \$3,000 towards print advertising
2. \$10,000 towards sponsoring events
3. \$10,000 towards TV/Radio
4. \$5,000 towards assisting an organization interested in purchasing an event tent.

**Motion made to allocate the \$28,800 as follows: \$3000 print ads, \$10,000 for events, \$10,000 for TV/Radio and \$5,000 for tent share or miscellaneous. Motion seconded and Commission voted; the motion carried unanimously.**

Qualifying criteria for event proposals should be:

1. New and/or existing events, with stipulation that existing events have to have a new spin to it.
2. Off-season or year round, with priority given to off-season events.
3. Event must bring outside visitors to the area.
4. Have a metrix/methodology to determine success of bringing outside visitors to their event.

**A. Do-Wop Event Proposal** - Bruce Ellis of Pirate Productions presented latest proposal and additional details for event now scheduled Oct. 19<sup>th</sup> at the Port. Advised that the budget numbers presented in his latest proposal are what he needed to make event happen. Committee questioned if there was a back-up plan in the event of rain, which he stated there was not, and if it rains performers will still have to be paid and that is a risk they are taking with being an off-season event. Asked if event was sustainable, he believes if this years event is successful, it will sustain itself next year by attracting more people, vendors and sponsors. Without TPAC funding

this year, event will not be able to proceed. Barbara questioned if there was enough time to successfully pull event together, he advised he has already been in contact with performers and vendors who are willing to participate. He is ready to proceed with event and start the advertising and publicity which will be focused on outside of the area to draw visitors. **Motion made to fund the Do-Wop Production \$2000 to pay for their advertising costs. Motion seconded and Commission voted; Tim, Candice and Joe voted in favor, Bob and Barbara voted nay, the motion passes three to two.** Recommendation forwarded to the City Council.

**B. Raining Cats & Dogs Event Proposal** - Rotary representative Judy Lopez advised they were seeking \$1000 and provided event budget information. Committee questioned if event would draw out of town visitors, Judy stated event replaces Ducky Derby that attracted out of area visitors and they are starting this year as a one day event with vendors, kids games, and the Cats and Dogs helicopter drop in the hopes that over the next few years event grows making it a weekend event. Committee questioned if event was publicized outside the area to draw visitors and it will be. **Motion made to allocate \$500 to Rotary Raining Cats & Dogs event with the stipulation that funds must be spent specifically on out of area advertising. Motion seconded and Commission voted; the motion carried unanimously.** Recommendation forwarded to the City Council.

**C. Haunted House Event Proposal** - Chetco Pelican Players Claire Willard was unable to attend but Bob Pieper contacted her and determined her advertising budget to be \$300 and she draws visitors nightly to the area from Crescent and Gold Beach. **Motion made to allocate \$300 to Chetco Pelican Players Haunted House with the stipulation that funds must be spent on out of area advertising. Motion seconded and Commission voted; the motion carried unanimously.** Recommendation forwarded to the City Council.

**D. Oregon Coast Lifestyles** - Committee reviewed ad proposal submitted. Barbara commented that she did an informal survey and did not find anyone who knew of the Oregon Coast Lifestyles program or their work. She did not know if the entire TV/Radio budget should go to them and thought it should be possible to find someone from in or out of the area that could do the project cheaper. Candice advised she believed that someone from out of the area would be more expensive and would not have the contacts and knowledge of the local area to contribute to the piece. Barbara advised she has yet to see the Channel 5 ad and wondered if anyone else had caught it on TV; some members had. Bob suggested the committee fund the proposal for \$8000 for production and six months of viewing and then let Terri-Lynn sell cooperative ads to business owners/sponsors thereafter for the \$1000 per month. Barbara suggested tabling item until next meeting to try and negotiate price with them and to research further if there is another production company that would be interested in making video and what they would charge. **Motion made to delay decision for a month on the television program, motions dies for lack of a second. Motion made to delay decision for two weeks with Oregon Coast Lifestyles. Motion seconded and Commission voted; the motion carried unanimously.** As contact person Tim agreed to contact Terri Lynn with the negotiation proposal of \$8000 for production and six months viewing time and they are able to sell ads to businesses for the viewing time after that, making sure that they agree that program is at least 20 minutes long with only 10 minutes for advertising. Barbara to research other production avenues. Tim asked Arlis if the Chamber would be interested in partnering with TPAC on the Oregon Coast Lifestyles proposal. Arlis would like to research the proposal further.

**E. Chamber Ad Proposal** - Chamber of Commerce Director Arlis Speere presented ad proposal from last meeting where the committee approved partnering with the Chamber and

contributing half towards Oregon Coast Magazine 2013-14 print ad campaign. Arlis advised the Chamber is not in a position to pay the other half as they are doing full page ads in the April/May issue and are requesting TPAC shoulder the complete costs of the ad campaign of \$3309. Expressed belief that publicity does bring out of town visitors to the area and is worth the cost. Ads will promote the whole area, not just certain businesses and all ad copy and content will be submitted to the City, Merchants Association and Port ahead of time for review. Committee questioned if there was a contact person or website, Arlis said typically in the past there has not been a contact line. Tim asked Arlis if the Chamber refers businesses that are non-members of the Chamber and she advised that if someone asks for information on non-members she provides what she can, but only members are listed on the Chamber website. **Motion made to approve proposal from the Brookings Chamber of Commerce and \$3000 print ad costs for the Oregon Coast Magazine. Motion seconded. No Discussion. Amended motion made by Tim Patterson to approve proposal from Brookings Chamber of Commerce for total print ad cost of \$3309, amended motion seconded and Commission voted; the motion carried unanimously.** Recommendation forwarded to the City Council.

**F. Tourism Promotion Budget 2013-14** - As previously noted above.

## **5. INFORMATIONAL ITEMS**

**A. Off-Season Tourism Event Proposal Form** - Update form and remove references to off-season as committee has approved considering proposals for year around events. Suggested Gary be taken off as the contact person and put Lauri Ziemer as contact. Suggested that phrasing be included stating that priority will be given to new events.

## **6. LIAISON REPORTS**

**A. Apple Box Update** - Candice advised Chris would be in town this weekend and she has not seen scripts yet but requested members to email her right away if they see a problem when she sends them out to them.

**7. SCHEDULE OF NEXT MEETING** - next meeting scheduled for Tuesday, Sept. 24 at 4:00pm.

## **8. ADJOURNMENT**

With no further business before the Committee, the meeting adjourned at 6:27 pm.

Respectfully submitted,

  
Tim Patterson, Chair  
(approved at September 24, 2013 meeting)