

# TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

## MINUTES

Tuesday, September 24, 2013

### CALL TO ORDER

Meeting called to order at 4:04 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

Gary advised that the City Council recently appointed Skip Watwood to the TPAC and he will be advised of

### 2. APPROVAL OF MINUTES

**Motion made to approve the minutes of September 10, 2013 as written; motion seconded and Commission voted; the motion carried unanimously.**

### 3. PUBLIC COMMENTS

None

### 4. ACTION ITEMS

**A. Oregon Coast Lifestyles** - Barbara contacted several media production companies and received very favorable feedback on Oregon Coast Lifestyles and believed their offer is very reasonable. Tim advised he was in contact with Terri-Lyn to negotiate the contract price and she advised that they have no problem with the \$8000 for production with no advertising and six months free viewing time, but requested after six months to review the contract and discuss going after sponsors/ads. **Motion made to recommend to the City Council to spend \$8000 with Makai Ohana Production to do a 30 minute video show on Brookings that will run for six months and cost a total of \$8,000. Motion seconded and Commission voted; the motion carried unanimously.** Recommendation forwarded to the City Council. Barbara suggested a letter be drafted to the Chamber of Commerce to ask if they would like to participate in funding of this project, and Gary advised her to work with Lauri.

**B. Doo-Wop Event Proposal** - Gary advised that the City Council took no action on the TPAC's recommendation for the Doo-Wop Event Proposal. They felt that the time was too short to develop a media campaign, questions were raised about the event location, budget and weather concerns. No interest by the committee to resubmit recommendation. Gary will write a letter to Pirate Productions.

### 5. INFORMATIONAL ITEMS

**A. Report on City Council actions from Sept. 23, 2013** - Gary advised City Council approved agreements for the Rotary Club Raining Cats and Dogs Event and the Chetco Pelican Players Haunted House Event specifying that the funds allocated must be used on advertising to attract visitors from outside of the area. They also approved the TPAC budget and the Chamber of Commerce proposed expenditure for Oregon Coast Magazine print ads.

**B. Off-Season Tourism Event Proposal Form** - No changes, form approved.

**C. Channel 5 Update** - With Peter Spratt no longer on the committee Gary advised that he has been fielding questions and working with the media. Several requests were made including they provide information on the metrix; they provide CDs; and Bob requested they start filming winter events so ads will be current. Candice suggested the contract be reviewed to find out what exactly they were to provide and to answer any questions the committee has. Item moved to the next meeting agenda to review the contract.

**D. Transient Tax Regulations** - Gary reviewed and responded to questions on this topic, explaining that TST funds collected must be for tourism promotion.

## 6. LIAISON REPORTS

**A. TV Liaison** - Gary willing to continue working with media groups for term of this contract. Committee suggested a member be appointed to work with Gary to gain experience for the next contract. Item moved to the next meeting agenda.

**B. Events** - Bob advised he has been talking with someone interested in putting on a crab fest and believe they will be able to do a presentation in October. He was also in contact with a representative from the People's Coast Bicycle Classic from Astoria to Brookings and is working with Crème Coffee Shop, White Rock & Chetco River Cabins to work with them so next year they spend a night in Brookings. They hope to grow the event and this year had 45 participants. Bob also mentioned the Crescent City Basketball Tournament which hosts 48-60 teams and thought we might be able to attract visitors that weekend to the hotels.

**C. Port** - Barbara in talks with the Port on an expandable tent so you can start small and add on when needed. A tent to provide a back-up location for weather is needed.

**D. Rural Tourism** - Joe planning to attend the October meeting in Port Orford with Bill Hamilton, space is still available if anyone wants to go.

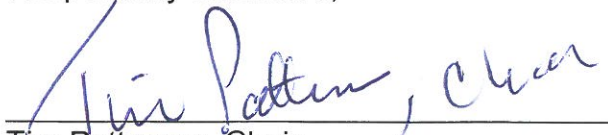
**E. Apple Box Update** - Candice advised Chris has provided scripts and is planning to visit the area soon to shoot video.

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

## 8. ADJOURNMENT

With no further business before the Committee, the meeting adjourned at 5:02 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at October 24, 2013 meeting)