

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)**  
**MINUTES**  
**Thursday, October 24, 2013**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

*Present:* Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Joe Willett, and Chair Tim Patterson. Committee member Skip Watwood arrived at 4:15.

*Also present:* City Manager Gary Milliman, Chamber of Commerce Director Arlis Steele

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of September 24, 2013 as written; motion seconded and Commission voted; the motion carried unanimously.**

**3. PUBLIC COMMENTS**

None

**4. ACTION ITEMS**

Two new Event Proposals submitted, will be discussed on Item 6D

**5. INFORMATIONAL ITEMS**

**A. Travel Oregon - Travel & Tourism Ad Network 2014** - Gary advised that Terra Moreland of MEDIAmeria has submitted a print media advertisement proposal for Oregon Tourism, Joe Willett to evaluate proposal further.

**6. LIAISON REPORTS**

**A. TV/Channel 5** - The Channel 5 contract was provided in the agenda packet. Contract runs through the beginning of next summer. Committee questioned if they had been back to do any additional filming for winter and spring ads and if any footage or still shots are already available of the December light show. Gary to contact the Pilot and Holiday Light Show committee to see if anything is available. Tim would like to have a screening of all the shots and evaluate if advertising was successful. Matter tabled until the next meeting to arrange screening.

**B. Apple Box** - Candice advised she has the completed scripts and Gary will be forwarding them to committee members for review. Requests committee members respond by Monday at 5pm with any comments. Chris was in town last week getting a variety of shots. Editing is next step, unsure when will be finished.

**C. City/Chamber/Port Coordination** - Barbara advised that her original position to bring the City, Port and Chamber together to discuss issues has been accomplished and the three parties have been meeting and cooperating with each other. She would like her committee position to concentrate on obtaining an event tent. She continues to meet with Port Manager Ted Fitzgerald in talks of sharing expenses of obtaining an expandable tent which the Port would be responsible for. Believes the cost of the tent would pay for itself from renting it out for events in five years time. Arlis Steele, Chamber of Commerce Director advised that the Azalea Festival is going to be a shared event between the Chamber, Port and City. Planning has been started, they are reviewing some old traditions and hoping to bring new offshoots to the event.

**D. Events** - Bob introduced Bob Grosz who presented Event Proposal for a Southern Oregon Crabfest on January 25, 2014 which would include a crab dinner, beer garden, crab sales, nautical/crab themed vendors, crab races and a band/stage attracting visitors from out of the area. First year event is scheduled only for one day, hoping event grows to a weekend event. Dinner tickets would be limited to 250 for the first year, has Port approval and is seeking sponsors. He is requesting help with the cost of the tent rental of \$1500 and \$2500 for advertising, anticipating spending 75% of funds for out of town publicity and 25% local. Committee believes event would be very well received and attended by locals and out of town visitors. Second Event Proposal from the Curry County Cruisers Car Show that occurs during Azalea Festival, hoping to grow the car show to 250-400 vehicles and to eventually become a stand alone weekend event. Requesting \$700 for advertising to invite out of town car groups that would stay for the weekend. **Motion made to allocate \$4000 to the Southern Oregon Crabfest. Motion seconded and Commission voted; the motion carried unanimously. Motion made to allocate \$700 to the Antique and Classic Car Show. Motion seconded and Commission voted; four in favor, two nay votes, the motion passes four to two.** Recommendations forwarded to the City Council.

**E. Print Media** - Joe advised someone is interested in doing a story on the Brookings Bomb Site. He was given information on someone who would like to have Brookings Rack Cards made up.

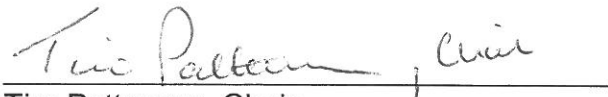
**F. Oregon Lifestyles** - Gary advised that the Oregon Lifestyles video crew was here last week and video now is new in the production stage.

**7. NEXT MEETING SCHEDULED** - Wednesday, November 20<sup>th</sup> at 4:00pm.

## **8. ADJOURNMENT**

With no further business before the Committee, the meeting adjourned at 5:42 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at November 20, 2013 meeting)