

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – October 19, 2017

CALL TO ORDER

Meeting called to order at 4:03 PM

1. ROLL CALL

Present: Committee members Chair Skip Watwood, Angi Christian, Candice Michel, Dane Tippman, and Sonya Billington.

Also present: Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

a. Motion made by Angi Christian to approve the minutes of September 14, 2017, motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.

3. Public Comment – There was no one present to address the Committee on non-agenda items.

4. ACTION ITEMS

a. Addition to Agenda

Motion made by Dane Tippman to add Peter Schreiber video presentation to the agenda as Item 4f, motion seconded by Candice Michel; the motion carried unanimously.

b. Beat the Brewers Event Evaluation – Event organizer Mike Frederick presented the event evaluation.

Motion made by Dane Tippman to accept the Beat the Brewers event evaluation, motion seconded by Candice Michel; the motion carried unanimously.

c. Rock the Chetco Event Evaluation – Event organizer Mike Frederick presented the event evaluation.

Motion made by Dane Tippman to accept the Beat the Brewers event evaluation, motion seconded by Candice Michel; the motion carried unanimously.

d. Just a Wave Away Advertising Promotion – Teri Davis presented the proposal requesting funding of \$1,200.

Motion made by Angi Christian to decline the ad proposal, motion seconded by Candice Michel; the motion carried unanimously.

e. Events Calendar – Tim Patterson was not in attendance to present the proposal.

Motion made by Dane Tippman to table the discussion, motion seconded by Candice Michel; the motion carried unanimously.

f. Incremental Funding Reductions – Teri Davis informed committee members regarding a desire by Council that the committee implement incremental funding reductions to events which ask for funding for multiple years.

-Teri asked to provide a history of funding for Coastal Christmas at the next TPAC meeting.

Motion made by Candice Michel to consider the Council's recommendation, motion seconded by Angi Christian; the motion carried unanimously.

- g. Peter Schreiber – Harris Beach Video presentation** – Peter presented the footage thus far taken for the Harris Beach video. More footage will be gathered through the winter months. Candice Michel and Dane Tippman will continue working with Peter.

5. INFORMATIONAL ITEMS

- a. Spectrum Analytics** – Jeremy Bakke provided a preliminary promotion proposal for January – December 2018 which will target the Redding, California area.
-Dane Tippman requested a statement from Spectrum explaining how demographic information is collected. Jeremy will bring that to the next meeting.
-Jeremy was informed that the Committee could not recommend a full year proposal due to Fiscal Year budgeting timing. Jeremy will return at the November TPAC meeting with a six-month proposal.
- b. Recent Council Actions** – Teri Davis informed the committee about the events recently approved by City Council (Travel Tradeshow in San Francisco and Coastal Christmas)
- c. People’s Coast Summit Report** – Teri Davis provided information she received at the People’s Coast Summit regarding tourism trends and recommendations.
- d. Budget Status** – Committee reviewed the budget status
-Teri reminded the Committee that it needed to determine what category to take the San Francisco tradeshow funds from.

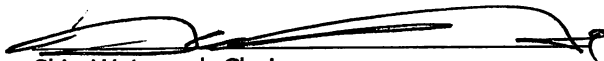
Motion made by Dane Tippman to take the funds from the Events category, motion seconded by Candice Michel; the motion carried unanimously.

- e. Internet Hit Info** – Committee reviewed internet hits document provided

7. SCHEDULE NEXT MEETING – Next meeting scheduled for November 16, 2017.

8. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 5:25 pm.

Respectfully submitted,



Skip Watwood, Chair
(approved at November 16, 2017 meeting)