

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – November 16, 2017

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Chair Skip Watwood, Angi Christian, Candice Michel, Tim Patterson, 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 October 19, 2017, motion seconded by Candice Michel 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. Port Cleaning Station Refurbishment

- Dave Kuehn presented the funding request proposal – Request for \$2500
- Angi Christian recused herself from the discussion due to organizational conflict of interest
- The committee discussed varying funding options.

Motion made by Candice Michel to recommend to Council funding the request in the amount of \$1,500 and taking the funds from the TPAC Capital funding category, motion seconded by Dane Tippman; the motion carried with a vote of 5-0-1 (Angi Christian abstaining).

b. Wild Rivers Coast Foundation for Dance

- Jan Barbas presented the funding request proposal – Request for \$2,034.15
- The committee discussed the specifics of the request.

Motion made by Candice Michel to recommend to Council funding the request in the amount of \$2,000 and taking the funds from the TPAC Capital funding category; motion seconded by Sonya Billington; the motion carried with a vote of 4-2 with Dane Tippman and Angi Christian voting 'Nay'.

c. Media Opportunity –

- Tim Oakley introduced himself; provided his contact information, and offered his video production services for future TPAC video needs.

The Committee took no action.

d. Spectrum Digital Campaign

- Jeremy Bakke presented the six-month extension proposal for the campaign at a cost of \$6,000
- The campaign will target the Redding, California market

Motion made by Dane Tippman to accept the proposal with a recommendation to Council that staff be directed to add a disclaimer to the City website regarding user traffic being 'observed', motion seconded by Candice Michel; the motion failed in a 2-4 vote with Dane Tippman and Candice Michel voting 'yea'.

Motion made by Candice Michel to recommend to Council to extend the advertising campaign contract with Spectrum Digital; motion seconded by Angi Christian; the motion carried with a vote of 4-2 with Dane Tippman and Tim Patterson voting 'nay'.

- The Committee further discussed how to fund the ad campaign due to a shortage of funds in the Advertising category

Motion made by Skip Watwood to transfer \$6,000 from the Events category of the TPAC budget to the Advertising category; motion seconded by Angi Christian; the motion carried in a 4-1-1 vote with Tim Patterson voting 'nay' and Dane Tippman abstaining.

e. OCVA Digital Campaign Co-Op

- Teri Davis presented the OCVA digital advertising campaign at a cost of \$2,500-6,000.
- The Committee discussed the lack of advertising funding availability.

The Committee took no action.

f. Events Calendar

- Tim Patterson advised that Committee members to monitor the progress of the calendar at CoastToday.com

The Committee took no action.

g. TPAC Agenda Modification

- Dane Tippman proposed a modification to the TPAC agenda format

Motion made by Dane Tippman to add 'New Business' section to all following TPAC meeting agendas. Under the New Business section, the Chair asks if there is any new business. Interested members may identify themselves as having new business to present to the committee for discussion. Members called upon then announce and present their new business. New business discussions may result in actionable items being added to the next meeting's agenda; motion seconded by Candice Michel; after Committee discussion, the motion was withdrawn.

5. INFORMATIONAL ITEMS

a. Recent Council Actions

- Teri Davis informed that Council accepted both of the Chetco Brewing event evaluations.
- Teri Davis followed-up, per the Committee's request, regarding the funding history of Coastal Christmas.

b. Budget Status – Committee reviewed the budget status

c. Internet Hit Info – Committee reviewed internet hits document provided

7. SCHEDULE NEXT MEETING – Next meeting scheduled for January 18, 2018.


- Due to the cancellation of the December TPAC meeting, the Committee discussed election of Committee officers

Motion made by Candice Michel to nominate Skip Watwood as Committee Chair; motion seconded by Dane Tippman; the motion carried unanimously.

Motion made by Candice Michel to nominate Dane Tippman as Committee Vice Chair; motion seconded by Skip Watwood; the motion in a 5-0-1 vote with Dane Tippman abstaining.

8. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 5:41 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at December 21, 2017 meeting)