

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – April 12, 2018

CALL TO ORDER

Meeting called to order at 4:03 PM

1. ROLL CALL

Present: Committee members Tim Patterson, Candice Michel, Bob Pieper, Sonya Billington, Dane Tippman, and Skip Watwood.

Also present: Council Liaison Bill Hamilton and Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

a. Motion made by Candice Michel to approve the minutes of March 8, 2018, motion seconded by Tim Patterson 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. Travel Southern Oregon Visitors Guide – Susan Crow presented (via phone).
- Committee discussed timing, budget, the value of print advertising

Motion made by Candice Michel to purchase a quarter page ad, motion seconded by Sonya Billington; Committee postponed voting until all other agenda action items were presented

b. Regional Network Coordinator – Sam Baugh from SCDC presented.
- Requesting Memorandum of Understanding to participate in the Oregon South Coast Regional Tourism Network
- Requesting funding to assist with the hiring of a Regional Tourism Network Coordinator

Motion made by Candice Michel to recommend to Council to execute a Memorandum of Understanding with the Oregon South Coast Regional Tourism Network, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.

c. Chamber of Commerce Map Distribution – Information provided by Kayla Coy of Certified Folder
- Requesting \$2,261.10 for one year of distribution services of the Chamber of Commerce map
- Committee requested Teri make follow-up contact with Kayla seeking answers to specific questions.

Motion made by Candice Michel to approve a six-month distribution agreement provided the answers to the questions Teri asked in follow-up met with Committee desires, motion seconded by Dane Tippman and Committee voted; the motion carried 4-2 with Tim Patterson and Bob Pieper voting 'nay'.

d. Azalea Festival Funding – Greg Williams and Brandon Hodges of the Chamber of Commerce presented
- Requesting up to \$6,000 for activities and enhancements to the Azalea Festival weekend events
- Committee discussed various elements of the proposal including whether it met TPAC funding criteria.

Motion made by Candice Michel to grant \$1,000 to the event organizers, motion seconded by Dane Tippman.

Motion made by Tim Patterson to amend the grant amount to \$2,000, motion seconded by Skip Watwood and Committee voted; the motion carried 5-1 with Bob Pieper voting 'nay'.

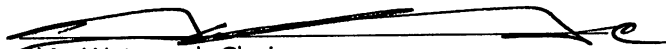
5. INFORMATIONAL ITEMS

- a. **Drone Camera Grant Update** – Joe Morin presented
- b. **KCIW Evaluation** – evaluation report provided by Tom Bozack
 - Connie Hunter spoke in opposition to the evaluation stating KCIW had not met its TPAC contract obligations
- c. **Event Calendar** – not presented
- d. **Travel Adventure Show Evaluation** – evaluation provided by Teri Davis
- e. **Recent Council Actions** – Teri Davis presented
- b. **Budget Status & Internet Hit Info** – Committee reviewed the budget status and the internet hits for the month

7. SCHEDULE NEXT MEETING – Next meeting scheduled for May 10, 2018.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 6:16 pm.

Respectfully submitted,



Skip Watwood, Chair
(approved at May 10, 2018 meeting)