

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – August 9, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Candice Michel, Sonya Billington, Bob Pieper, and Skip Watwood. Barbara Ciaramella arrived at 4:03.

Also present: Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Motion made by Candice Michel to approve the minutes of July 12, 2018, motion seconded by Sonya Billington and Committee voted; the motion carried unanimously.

3. Public Comment – no one requested to speak to the Committee regarding non-agenda items.

4. ACTION ITEMS

- a. Spectrum Digital Campaign for Salmon Run** – Brian Marchant presented (\$1,000 TV advertising)
- Committee discussed the timeframe of the campaign
 - Candice Michel suggested it be revisited in the spring

Motion made by Candice Michel to table the item until 2019, motion seconded by Barbara Ciaramella and Committee voted; the motion carried unanimously.

- b. Coastal Christmas Decorations** – Kathy Breshears presented. (\$2,000 request)
- Candice Michel pointed out this is a continuing event; it's not in TPAC's mission; it belongs in the City budget
 - Barbara Ciaramella noted the decorations in town need to keep pace with the growth of the light show at Nature's Coastal Holiday.
 - Committee discussed specific costs of the event and TPAC's expected budgetary needs.

Motion made by Barbara Ciaramella to allot \$2,000 in TOT funds to Coastal Christmas Elves, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.

- c. GO! App and Advertising** – Cheri Griffith presented
- \$5000 advertising sponsorship proposal on the new redesigned app, includes full page ad in two editions of the magazine
 - The Committee discussed user-ship of the app, how the sponsorship works, and TPAC budgetary limitations.

The Committee took no action.

5. INFORMATIONAL ITEMS

- a. Rock the Chetco Event Evaluation** – Mike Frederick presented
- b. Recent Council Actions** – Teri Davis presented
- c. Budget Status & Internet Hit Info** – Committee reviewed the budget status and reworked the sub-funds from which the Salmon Run Occasion Hall would be allocated due to Bike Grant monies no longer being needed; \$3630 from capital; \$4075 from advertising; \$2295 from events.
- Committee discussed the internet hits for the month


7. COMMITTEE COMMENTS ON NON-AGENDA ITEMS

- a. **Barbara Ciaramella asked to include Committee Comments section on the agendas going forward**
- b. **Barbara Ciaramella suggested a question of the month for her to ask visitors at her Visitors' Center – "How did you hear about our area?" for August**
- c. **Bob Pieper requested a monthly report from Barbara about where tourists are coming from.**

8. SCHEDULE NEXT MEETING – Next meeting scheduled for September 13, 2018.

9. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 4:58 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at September 13, 2018 meeting)