

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – October 11, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Candice Michel, Tim Kennedy, Sonya Billington, Dane Tippman, Skip Watwood; Barbara Ciaramella, and Bob Pieper.

Also present: Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Motion made by Candice Michel to approve the minutes of September 13, 2018; motion seconded by Sonya Billington. Committee voted and the motion carried unanimously.

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

4. ACTION ITEMS

- a. Charm Trail** – Mike Will presented the program. The Committee discussed its function in the program as a guide to the program's parameters; Committee was requested to determine if program should tie in to Coos Bay program or operate separately; Committee was requested to determine if Brookings City Hall Visitors Center should operate as a hub and/or vendor of bracelets and charms.

Connie Lundquist of Ocean Jewels and Tammy Tanner of Feather Your Nest spoke in support of the program.

Motion made by Candice Michel to participate in the program with the Brookings City Hall Visitors Center operating as a hub; motion seconded by Sonya Billington.

Committee further discussed concerns about community buy-in; Visitors Center's hours of operation.

After discussion, Candice Michel withdrew her motion.

Committee tabled the item to a future meeting.

- b. Nature's Coastal Holiday** – Leslie Wilkinson presented the request indicating that new, more aggressive marketing and advertising is being conducted in the Rogue Valley. The event is requesting \$5,000.

The Committee discussed TPAC budget limitations, the event's funding needs and its expected profits, and the ability of the event to increase hotel stays.

Motion made by Skip Watwood to grant \$3,000 to Nature's Coastal Holiday; motion seconded by Candice Michel. Committee voted and the motion carried unanimously.

- c. KATU Proposal** – the Committee took no action
d. City Budgeting recommendations – Dane Tippman presented a Draft Memo to Council

The Committee reviewed the draft memo and determined to add Nature's Coastal Holiday to the list of events; Dane will return with the finalized memo at a future meeting for inclusion in the Committee's meeting minutes.

5. INFORMATIONAL ITEMS

- a. Rick Dancer Media Services** – Teri explained the email traffic which prompted this item. Julie Miller offered background on the videos which were produced by this company in the Coos Bay area.

Julie further offered to research video stats and to bring that information back to TPAC at the November meeting.

- b. Regional Tourism Branding** – Julie Miller presented on behalf of Oregon South Coast Regional Tourism Network about its efforts to brand the region and about funding which exists to assist the area with destination development. Julie invited members of the Committee to attend a meeting in Bandon on November 7 to voice their opinions on the regional branding efforts.
- c. Recent Council Actions** – Teri informed that Council accepted the Azalea Festival Event evaluation
- d. TPAC Budget and & Internet Hit Info** – Committee reviewed the budget and the internet video views spreadsheet.


7. COMMITTEE COMMENTS ON NON-AGENDA ITEMS

- a. Bob Pieper requested Tim Kennedy provide information regarding the residences of the hotel patrons to determine where tourists are visiting from.

8. SCHEDULE NEXT MEETING – Next meeting scheduled for November 8, 2018. Committee cancelled the December 13, 2018 meeting.

9. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 6:14 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at November 8, 2018 meeting)