

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – January 10, 2019

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

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

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Sonya Billington to approve the minutes of November 8, 2019; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

a. Committee Elections – Motion made by Dane Tippman to nominate Tim Kennedy as Vice-Chair, motion seconded by Bob Pieper. Tim accepted the nomination; **the Committee voted and the motion carried unanimously 6-0.**

b. Spectrum Digital Campaign – Brian Marchant advised the current contract ends January 31 and presented update on campaign, advising that targeting audiences in the Redding and Red Bluff areas has been successful. Committee discussed the budget and changing the target audience to Sacramento or other areas to draw from a new population. Brian advised that it is possible to run a 6/8 campaign and contract does not need to be concurrent. **Motion made by Dane Tippman to table the item until next month, motion seconded by Skip Watwood and the Committee voted, the motion carried unanimously 6-0.**

c. Elmo Williams Day Event Proposal – Carolyn Milliman presented proposal requesting \$2000 in TOT funding. The Committee discussed the events funding needs as it is basically a free event. Recommended reusable banners for event recognition and media advertising. **Motion made by Bob Pieper to grant \$1,500 in TOT funds to the Elmo Williams Day event, motion seconded by Sonya Billington and the Committee voted, the motion carried unanimously 6-0.**

d. Mile by Mile Advertising - Barbara Ciaramella advised she is the Southern Oregon Representative for Mile by Mile and recused herself from voting on this item. She advised that Mile by Mile is published twice a year and is the best publication for showcasing the Southern Oregon coast. She provided examples of previous ads and explained how local businesses would be able to purchase an ad at a reduced rate if TPAC purchases the main page ad. Committee discussed that print advertising is not how they want to spend money but since the Mile by Mile is so popular they think it does get seen and attracts tourists. **Motion made by Dane Tippman to purchase advertising in the Mile by Mile in the amount of \$2243, motion seconded by Bob Pieper.** Skip Watwood made amendment to the motion that only Brookings-Harbor businesses be allowed on the Brookings pages, with no Gold Beach or Smith River businesses. Tim Kennedy recused himself as he is a business owner interested in the opportunity to purchase advertising if TPAC purchases ad. **Motion amended to allow only Brookings Harbor businesses on the Brookings ad**

pages and the Committee voted, the motion carried 4-0 with Barbara Ciaramella and Tim Kennedy abstaining.

5. INFORMATIONAL ITEMS

- a. **Monarch Festival Event Evaluation** – Committee reviewed evaluation submitted.
- b. **Coastal Christmas Event Evaluation** – Committee reviewed evaluation submitted.
- c. **TPAC Budget** – Committee reviewed the remaining budget, noting that the advertising portion of the budget is mostly spoken for. Lauri Ziemer advised that obtaining data on the number of motel rooms rented monthly from the TOT information submitted by motel owners was not accurate as all information is not provided uniformly by owners.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for February 14, 2019.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:12 pm.

Respectfully submitted,



Skip Watwood, Chair
(approved at February 14, 2019 meeting)