

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – February 14, 2019

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL – Introduction of new committee member Matt Honeycutt

Present: Committee members Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Dane Tippman, Skip Watwood

Absent: Sonya Billington, Bob Pieper

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Dane Tippman to approve the minutes of January 10, 2019; motion seconded by Skip Watwood. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

a. Spectrum Digital Campaign – Brian Marchant presented digital material information, advising target audience areas can be changed as well as the months of service. Committee discussed remaining available budget funds of @\$1600 and did not want to commit funds for next year yet. **Motion made by Skip Watwood to table item until March meeting for further consideration; motion seconded by Dane Tippman. Committee voted and the motion carried unanimously.**

b. Festival of Art in Stout Park Event Proposal – Leslie Wilkinson presented event proposal requesting \$1,000 in TOT funding. **Motion made by Dane Tippman to grant \$1,000 in TOT funds to the Festival of Art in Stout Park event; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.**

c. Travel Southern Oregon Visitor Guide – Susan Crow was available by phone, however committee had previously heard a presentation and did not wish to take further action.

d. TPAC Letter to City Council to support Annual Budget Line Items - Dane Tippman presented letter he proposed be submitted to City Council on behalf of TPAC. Committee discussed the listed annual events have funds taken out of City Councils budget rather than the TPAC event budget. Lauri advised funds would probably still come out of the TPAC event budget however it would eliminate the need for the listed events to go through TPAC for approval. **Motion made by Dane Tippman to table item until the next meeting for further consideration; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**

5. INFORMATIONAL ITEMS

e. Natures Coastal Holiday Event Evaluation – Leslie Wilkinson presented evaluation and thanked TPAC for the grant monies. Estimated they had 23,000 visitors and believes social media had a large impact on attracting people from out of the area to the event. She advised they were able to raise \$17,000 to help in paving the back parking lot and they will be doing additional fund raising and applying for grants to raise additional funds to be applied to the paving project.

- f. **Wild Rivers Mushroom Festival Event Evaluation** – Kathleen Dickson presented evaluation. Estimated they had 1,200 participants and a very good event. Thanked TPAC for the grant monies they have provided for their first two years of their event and advised they have enough seed money for next years' event and will not be seeking future TPAC monies.
- g. **Regional Tourism Branding** - Julie Miller was unable to attend.
- h. **Recent Council Actions**
 - 1. Lauri Ziemer advised that City Council approved the Elmo Williams Day event funding.
- i. **TPAC Budget** – Committee reviewed the remaining budget amounts.

6. Committee Comments on Non-Agenda Items –

- a. Kathleen Dickson provided OCVA information and advised what the \$500 membership fee provides. She suggested Dave Lacey attend a TPAC meeting for further information.
- b. Barbara Ciaramella discussed the benefits of local newspaper and radio advertising and suggested a donation of \$500 to each to help promote events and the area. Committee thought the businesses themselves should present a proposal to the committee to request funds and detail what they would be able to provide.

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

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:49 pm.

Respectfully submitted,



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