

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – April 11, 2019

CALL TO ORDER

Meeting called to order at 4:04 PM

1. ROLL CALL

Present: Committee members Sonya Billington, Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Bob Pieper

Absent: Skip Watwood, Dane Tippman

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Sonya Billington to approve the minutes of March 14, 2019; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

- a. **4th of July Event Proposal** – Leslie Wilkinson presented event proposal requesting \$5,000 in TOT funding. Committee expressed desire to support annual event which brings many people to the area who stay over and eat in restaurants. **Motion made by Bob Pieper to grant \$5,000 in TOT funds to the event; \$2,500 to be dispersed now and \$2500 to be dispersed after July 1, 2019; motion seconded by Sonya Billington. Committee voted and the motion carried 4-0 with Barbara Ciaramella abstaining.**
- b. **Live Culture Coast Event Proposal** – Amber Peoples presented event proposal requesting \$5,000 in TOT funding for a 10 day event scheduled in October between Coos Bay and Brookings encouraging travelers to travel the 107 miles and take part in workshops and outdoor activities along the way concluding with activities in Brookings. Event model has proven successful in Wisconsin and the committee was supportive of the event. They did want to wait to find out if a larger grant being requested was awarded before making a decision to fund. **Motion made by Matt Honeycutt to table item until the next meeting for further consideration; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.**
- c. **KTVL Marketing Presentation** – Kingsley Kelly of KTVL presented information on media advertising able to target audiences in several different ways including digitally, television and OTT. Committee interested in pursuing in the future. **Motion made by Sonya Billington to table item for further consideration; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**
- d. **TPAC Letter to City Council to support Annual Budget Line Items** – item tabled.

5. INFORMATIONAL ITEMS

- e. **South Coast Regional Update Information** – Julie Miller presented information on the March tourism show in Santa Clara that Rita Ritz attended on behalf of the City with representatives from Gold Beach and Bandon. She thought the south coast was well represented and that there was tourism interest for the area. She explained her position with Travel Oregon and OCVA and answered questions relating to their relationship with local businesses.

f. Recent Council Actions - Lauri Ziemer advised that City Council approved the Spectrum Digital Campaign Funds Allocation of \$500 monthly for April thru September; the Wild Rogue Relay event funding in the amount of \$2,000 and the Azalea Festival event funding in the amount of \$3,950.

g. TPAC Budget – Committee reviewed the remaining budget amounts.

6. Committee Comments on Non-Agenda Items – Barbara Ciaramella suggested a TPAC workshop be conducted to discuss and review information on what TPAC responsibilities are and the direction they should be going in and where best to direct their funding. **Motion made by Tim Kennedy to discuss workshop topics and possible dates at May 9, 2019 TPAC meeting; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**

7. SCHEDULE NEXT MEETING – Next meeting scheduled for May 9, 2019.

8. ADJOURNMENT – with no further business the meeting adjourned at 6:00 pm.

Respectfully submitted,



Skip Watwood, Chair
(approved at May 9, 2019 meeting)