

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – June 20, 2019

CALL TO ORDER

Meeting called to order at 4:06 PM

1. ROLL CALL

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

Absent: Dane Tippman

Also present: Staff Committee Liaison Lauri Ziemer, City Manager Janell Howard

2. APPROVAL OF MINUTES –

Motion made by Tim Kennedy to approve the minutes of May 9, 2019; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.

3. Public Comment

Mike Fredericks Carr, business owner of Chetco Brewery attended the recent TPAC workshop and stated he was in support of the quarterly marketing meetings, but not of changing monthly TPAC meetings to quarterly. Thought prescreening event proposals and additional criteria might be too restricting for some events.

Committee reviewed the proposed Event Funding Evaluation form criteria and agreed obtaining the information when submitting an Event Proposal form would assist in evaluating proposals and also help event proposers know what they are looking for. Form to be reformatted with the Event Proposal form.

4. ACTION ITEMS

a. TPAC Workshop Items

- i. Presentation and Public Speaking Time Limits - Motion made by Barbara Ciaramella to recommend limiting public speaking time to five minutes and presentation speaking time to ten minutes; motion seconded by Sonya Billington. Committee voted and the motion carried unanimously.**
- ii. Schedule Quarterly Marketing/Media Requests - Motion made by Sonya Billington to recommend scheduling marketing and media proposals quarterly starting at the regularly scheduled August TPAC meeting and continuing quarterly as needed and budget allows; motion seconded by Bob Pieper. Committee voted and the motion carried unanimously.**
- iii. 2019-20 TPAC Budget Allocations/Percentages –** Janell Howard advised that \$33,970 has been allocated to TPAC for the TPAC 2019-20 budget. She also advised that from that the City Council allocated \$7,000 in set amounts of \$2,000 each to Natures Coastal Holiday, Azalea Festival, Wild Rogue Relay and \$1,000 to the Fireworks. These annual events will not have to submit TPAC event proposals and will be able to apply directly to City Council for issuance of funds. To request additional funds over the allocated amount, they will have to go thru TPAC event proposal process. Committee discussed the percentage portions of the remaining \$26,970 they would like to divide between Advertising/Marketing, Events and Capital. They decided to eliminate Capital and go with a split of 40% to Advertising and Marketing and 60% to Events. **Motion made by Matt Honeycutt to Adopt 2019-20 TPAC budget**

allocations/percentages as discussed with 40% towards Advertising/ Marketing and 60% towards Events; motion seconded by Skip Watwood. Committee voted and the motion carried unanimously.

- b. Live Culture Coast (LCC) Event Proposal** – Kathleen Dickson presented revised LCC budget and updated committee on the event. **Motion made by Bob Pieper to grant \$500 to the LCC event; motion seconded by Barbara Ciaramella.** Committee further discussed the event logistics and the amount of people who could potentially visit the area. **Committee voted with Bob Pieper and Barbara Ciaramella in favor and the remaining members against. The motion failed.** Further discussion included the local businesses that have agreed to participate as “Experiences” for the event and their support. **Motion made by Tim Kennedy to fund the event in the amount of \$3,000; motion seconded by Matt Honeycutt. Committee voted with Bob Pieper and Barbara Ciaramella against and the remaining members in favor, the motion carries.** Matter forwarded to City Council.

5. INFORMATIONAL ITEMS


- a. Elmo Williams Day Event Evaluation** – Committee reviewed evaluation and the number of people who attended. Suggested that next year the event seek additional sponsors to assist in their costs.

6. Committee Comments on Non-Agenda Items - None

7. SCHEDULE NEXT MEETING – Next meeting scheduled for July 11, 2019.

8. ADJOURNMENT – with no further business the meeting adjourned at 5:55 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at July 11, 2019 meeting)