

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES**  
**Thursday – August 8, 2019**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

*Present:* Committee members Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Bob Pieper and Skip Watwood

*Absent:* Sonya Billington, Dane Tippman

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

**2. APPROVAL OF MINUTES**

**Motion made by Skip Watwood to approve the minutes of July 11, 2019; motion seconded by Barbara Ciaramella, Tim Kennedy & Bob Pieper abstained. Committee voted and the motion carried.**

**3. Public Comment - None**

**4. ACTION ITEMS**

**a. Quarterly Marketing Proposals**

**i. Travel Southern Oregon Print Advertising** – Susan Crow gave a phone presentation of her media proposal for print advertising in the Travel Southern Oregon Guide. Susan indicated that Southern Oregon is not greatly represented as there are not many businesses submitting ads. TPAC discussed but decided not to move further as they did not think the print advertising price would be the best fit for their limited funds.

**ii. KTVL Marketing Donut and OTT Fall Package** – Brian Schenk presented the marketing “donut” concept that allows TPAC to purchase 5 second advertising at the beginning and end of a 30 second promo and have local businesses buy 10 second advertising in the middle. Cost would be \$1,000 per quarter (3 months) and months could be non consecutive. KTVL would solicit local businesses to be the middle donut ads. **Motion made by Barbara Ciaramella to approve the Marketing Donut Plan for two quarters at \$1,000 per quarter with KTVL TV 10; advertising to be for the months of October and January through May; motion seconded by Matthew Honeycutt. Committee voted and the motion carried unanimously.** Matter forwarded to City Council.

**5. INFORMATIONAL ITEMS**

**a. Recent Council Actions**

**i.** Lauri Ziemer advised that City Council approved the Butterfly Festival event funding.

**b.** TPAC Budget - Committee reviewed budget.


**6. Committee Comments on Non-Agenda Items –**

Skip Watwood commented that he liked the recent push on social media for the upcoming Live Culture Coast, but thought the event concept could be clearer. Kathleen Dickson said she would share that with the event organizers.

**7. SCHEDULE NEXT MEETING** – Next meeting scheduled for September 12, 2019.

**8. ADJOURNMENT** – with no further business the meeting adjourned at 4:58 pm.

Respectfully submitted,

  
Skip Watwood, Chair  
(approved at September 12, 2019 meeting)