

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – January 19, 2017

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Angi Christian, Skip Watwood and Chair Tim Patterson

Also present: City Recorder Teri Davis

2. APPROVAL OF MINUTES –

- a. Motion made by Candice Michel to approve the minutes of December 15, 2016, motion seconded by Angi Christian and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a. None

4. ACTION ITEMS

- a. Election of Officers** – Candice Michel nominated Skip Watwood as Chair. Bob Pieper seconded the motion. Membership unanimously voted to appoint Skip Watwood to the position of Chair. Candice Michel nominated Angi Christian as Vice Chair. Bob Pieper seconded the motion. Membership unanimously voted to appoint Angi Christian to the position of Vice Chair.
- b. Oktoberfest Event Evaluation** – Mike Frederick presented the evaluation. Estimated attendance was 1000-1200. They returned \$900 of the \$2000 loan. The charity dunk tank was a big success. May need to move the event to the Port due to City park rules about closing at dark. Will not need to request TPAC funds for 2017 Oktoberfest event.
- c. Nature's Coastal Holiday** – No event representative attended to present evaluation. Written evaluation indicates that estimated attendance was 18,767, which is a record attendance. Candice Michel noted that she was "blown away" by the light show.
- D. Coastal Christmas Evaluation** – Bob Pieper presented the evaluation. Estimate is about 200-300 spectators with up to another 100 participants. The event was bigger this year. The parade went well. Changes for next year include having the fire truck approach from a different direction.
- e. Use of Tourism Promotion Budget for Print Advertising** – Teri Davis presented agenda report. Angi Christian, Skip Watwood and Candice Michel all indicated their approval. Bob Pieper was opposed as he feels that sales reps should be more proactive about approaching the city in a more timely manner. Angi Christian encouraged the group to facilitate this advertising. Tim Patterson stated that Gary Milliman can be trusted to make these decisions. He suggested that a caveat be added that this must be approved annually at the beginning of each new budget season.

Candice Michel made a motion to recommend to the City Council that 15 percent of the annually allocated Transient Occupancy Tax (TOT) funds which are budgeted to tourism promotion be set aside for print advertising in the People's Coast Guide and the Oregon Coast Magazine/Mile by Mile Guide and be utilized at the City Manager's discretion, pursuant to the City Manager's established spending limits, and that this approval be brought to TPAC for renewal annually at the beginning of each new budget season. Tim Patterson seconded the motion and the committee voted; motion carried with a 4-1 vote, Bob Pieper voting nay.

5. INFORMATIONAL ITEMS

a. Oregon Coast Visitors Association (OCVA) – "Go Wild Rivers App" – Jodi Fritts was unable to attend the meeting; presentation has been postponed until the next meeting.

b. Print Advertising Moving Forward – Teri Davis gave summary of the print advertising efforts that are underway.

- Full page ad sponsorship in the Mile by Mile guide
- Half page ad in the People's Coast Guide
- Still seeking advertising partners in order to commit to a full page, five-run ad in the Oregon Coast Magazine

Bob Pieper indicated a concern that Harbor businesses are not being asked to participate in the advertising.

d. Budget & Internet Hit Info – Committee reviewed budget and internet hits documents provided. Funds available for advertising are \$3,280; funds available for events are \$7,257; funds available for capital are \$3,079. Committee members were encouraged to share the city videos on their personal Facebook pages to reinvigorate views.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, February 16th at 4 pm.
– Tim Patterson advised that he has requested that a Bed Tax update for the next meeting comparing 2015 to 2016 revenues.

7. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 4:46 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at February 16, 2017 meeting)