

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES**  
**Thursday – August 18, 2016**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

*Present:* Committee members Angie Christian, Candice Michel, Mary Geyer, Bob Pieper, and Chair Tim Patterson

*Absent:* Committee member Skip Watwood

Also present: Gary Milliman, City Manager

**2. APPROVAL OF MINUTES –**

- a. Motion made by Candice Michel to approve the minutes of July 28, 2016, motion seconded and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT**

- a.** None

Note – Agenda order was changed to accommodate audience members participation

**4. ACTION ITEMS**

- a. Wild Rivers Music Festival Evaluation Report** – Scott Graves provided financial report and reported that moving the event from the ball fields and changing to a one day event was very successful. He thanked TPAC for the \$2,000 grant and \$2,000 advance. Their overall event income was \$2,000, which they are planning to use as seed money for next years' event. Committee did not request repayment of advance funds.
- b. Beat the Brewers Evaluation Report** – Mike Frederick provided financial report and reported the event was well attended and successful. TPAC provided them \$3,000 advance funds. The event lost @\$1,500. Committee did not request any repayment of advance funds.

Following items were tabled form the previous meeting

- c. Fun on 101 Event Proposal** – no further discussion until more detail proposal provided by applicant.
- d. KOBI Digital Advertising** – matter tabled until TPAC budget developed.
- e. 101 Things to Do Print Advertising** – Committee discussed purchasing ½ page print ad to promote yearly events and local area features including golf, kayaking, whale watching. City staff to compose ad. **Motion made by Candice Michel to take out ½ page ad in 101 Things to Do magazine for yearly ad price of \$2959; motion seconded by Angie Christian and committee voted; the motion carried unanimously.**
- f. Curry Coastal Pilot Mobile Advertising** – Committee discussed. Matter tabled until TPAC Budget developed.
- g. Coastal Christmas in Brookings Event Proposal** - Kathy Breshears presented proposal for third annual Christmas event which includes advertising, purchasing blow up displays, a ladder, a canopy, replacement parts and hanging wreaths on lamp posts. Committee discussed proposal not being a new event but an annual event. **Motion made by Bob Pieper to fund the proposal \$3010; motion seconded by Mary Geyer.** Candice would like TPAC budget

determined before deciding and Angie would like to know more on what the focus of the TPAC group is. **Motion made by Tim Patterson to table matter until after a TPAC committee workshop to determine budget and goals; motion seconded by Candice Michel and committee voted; Angie, Candice, Tim voted in favor, Bob and Mary dissented, motion passes.** First motion withdrawn.

- h. Raining Cats & Dogs Event Proposal** - Keffe Dillon presented proposal for annual Rotary Raining Cats & Dogs event scheduled for October 1<sup>st</sup>. Funds would help pay set up costs for the event which raises funds to help support Rotary programs year round. **Motion made by Bob Pieper to fund the proposal \$500, no second; motion died.** Tim Patterson discussed \$500 loan advance to the group. **Motion made by Tim Patterson to fund the proposal with a \$500 loan advance, no second; motion died.** Keffe advised the event will still be held.
- i. Oktoberfest Event Proposal** - Alex Carr-Frederick presented proposal for Oktoberfest planned September 17 in Azalea Park with vendors and brewers. **Motion made by Bob Pieper to fund the event \$3000, motion seconded by Mary Geyer.** Discussion about funding the event as a partial grant/loan advance, with loan advance repayable if event profits exceed actual costs. **Substitute motion made by Candice Michel to fund the event in the form of a \$1000 grant and a \$2,000 loan advance. Motion seconded by Mary Geyer and committee voted; the motion carried unanimously.**
- j. Oregon Coast Magazine Print Advertising** – Matter tabled until TPAC budget developed.
- k. American Road Magazine Print Advertising** - Matter tabled until TPAC budget developed.
- l. Workshop Scheduled** – committee to discuss strategy, goal setting and creating a budget for direction. Also to determine if committee would like to concentrate on off season events, but not rule out new events in season. Workshop scheduled for Friday, August 26<sup>th</sup> at 4 pm.
- m. Dining Video** – Gary advised the dining video has been distributed and requested committee members reviews and comments which he will forward on the Xplore Film. Initial reviews thought there was a lot of video with the host and questioned clothing attire. Candice believed they would have extra shots and footage to edit in. Gary to forward reviews to Xplore Film.

## 5. INFORMATIONAL ITEMS

### a. Budget and Internet Hit Info - Budget and Internet Hit Info

**6. SCHEDULE NEXT MEETING** – Next meeting rescheduled to Thursday, September 29<sup>th</sup> at 4 pm to ensure a quorum.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:46 pm.

Respectfully submitted,

original signed by:

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Tim Patterson, Chair

(approved at September 29, 2016 meeting)