

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – February 13, 2020

CALL TO ORDER

Meeting called to order at 4:07 PM

1. ROLL CALL

Present: Committee members Sonya Billington, Barbara Ciaramella, Bob Pieper, Dane Tippman and Skip Watwood

Absent: Matt Honeycutt, Tim Kennedy

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

2. APPROVAL OF MINUTES –

Sonya Billington moved to approve the minutes of December 12, 2019; motion seconded by Bob Pieper. Committee voted and motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

- a. **Azalea Festival Event Proposal** – Amber Nalls presented event funding request with an update on the Azalea Festival planning and activities. TPAC funds in the amount of \$2000 have already been allocated; she requested additional funds in an amount up to \$3,000 for marketing and advertising if needed. **Skip Watwood moved to grant up to \$3000 in TOT funds for marketing and advertising if needed; motion seconded by Barb Ciaramella. Committee voted and motion carried unanimously.**
- b. **Earth Day 2020 Event Proposal** – Karen Cunningham presented \$500 event funding request for this first time event scheduled in the off season celebrating the 50th anniversary of Earth Day. Funds for advertising to promote the event outside the area. **Sonya Billington moved to grant \$500 in TOT funds to the event; motion seconded by Barb Ciaramella. Committee voted and the motion carried unanimously.**
- c. **Quarterly Marketing Proposals**
 - i. KOB! Marketing Proposal – Judy Luker & Connie Eaton presented television/internet/social media advertising proposal that would target southern Oregon, Coos, Douglas and Siskiyou County. Committee discussed the possibility of the Azalea Festival being able to use their services. No action taken.
 - ii. Spectrum Proposal – Committee reviewed the material submitted by Amber Aguirre and discussed the past success and target areas. Committee did not want to pursue at this time. No action taken.
 - iii. Discover Brookings Media Content Strategy – Committee reviewed the material submitted by Erik Schultz. Discussed the need for social media and a marketing person to manage media accounts to encourage tourism to the area. Videos and photographs do already exist and did not feel more were needed. Committee discussed the possibility of issuing an RFP to establish a social media campaign. Suggested contact with Gold Beach for information on their marketing plan. No action taken.

5. INFORMATIONAL ITEMS

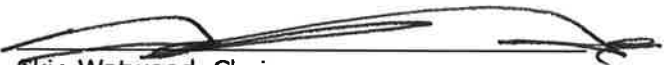
- a. **Development of Tourism Report** – RARE participant Erik Orta advised he is working on a tourism report and asked the committee what information they were looking for that he could research and provide TPAC with information to help them succeed.
- b. **TPAC Budget** – Committee reviewed remaining budget amounts.

6. Committee Comments on Non–Agenda Items – None

7. SCHEDULE NEXT MEETING – Next meeting scheduled for March 12, 2020.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:28 pm.

Respectfully submitted,


Skip Watwood, Chair

(approved at March 12, 2020 meeting)