

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – March 12, 2020

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

Present: Committee members Sonya Billington, Matt Honeycutt, Bob Pieper, Dane Tippman, Skip Watwood and Tim Kennedy (arrived 4:30 PM)

Absent: Barbara Ciaramella

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Dane Tippman moved to approve the minutes of February 13, 2020; motion seconded by Bob Pieper. Committee voted and motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

a. Mac & Cheeze War Event Proposal - Michael Frederick of Chetco Brewery presented the event funding request. He is promoting the event in the Rogue Valley to encourage runners and families coming over for the Beat the Chetco running event happening the next day to come over and stay the night before. He has recruited local restaurants to enter their best macaroni and cheese recipes and serve mac and cheese entrees. **Dane Tippman moved to grant \$1160 in TOT funds for the Mac & Cheeze War event; motion seconded by Bob Pieper.** Committee discussed to allow the costs for the perpetual trophy and supplies to be included in the funding. **Dane Tippman moved to amend his motion to grant \$1460 in TOT funds for the Mac & Cheeze War event; motion seconded by Bob Pieper. Committee voted and motion carried unanimously.**

b. In Theater Advertising – Lauri Ziemer presented the information for NCM In Theater advertising. Out of area theater locations, times, and schedules are flexible, all of which determine cost. Committee discussed the number of people theater advertising would reach versus social media advertising and wanted to consider the numbers. Because of the coronavirus at this time questioned if theater advertising would be beneficial. **Dane Tippman moved to table the item until April; motion seconded by Bob Pieper. Committee voted and motion carried unanimously.**

5. INFORMATIONAL ITEMS

a. Recent Council Actions

i. Earth Day 2020 Event Proposal Funds – City Council approved TPAC funding for the Earth Day event.

b. TPAC Budget – Committee reviewed remaining budget amounts. Lauri advised the KTVL donut advertising has not been running for the months of January and February and unsure when they will pick it up due to KTVL staff changes.

6. Committee Comments on Non-Agenda Items – None

7. SCHEDULE NEXT MEETING – Next meeting scheduled for April 9, 2020.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 4:35 pm.

Respectfully submitted,



Skip Watwood, Chair

(approved at April 22, 2020 meeting)