



# Tourism Promotion Advisory Committee

DOUG OLSON, EDC LIAISON  
NAN DEVLIN, TOURISM DIRECTOR

JUSTIN AUFDERMAUER,  
CHAIR  
SUSAN AMORT  
MEGHAN BURDICK  
TOM FLOOD

DAN HAAG  
DEE HARGUTH  
KRISTEN PENNER  
JEREMY STROBER  
JEFF WONG

## Meeting Agenda

Location: **Tillamook Bay Community College, Room 214**

Date/Time: **Wednesday, January 4th, 2017 Agenda – 12:00 Noon with lunch**

1. Call to Order—Welcome & Introductions ..... Justin Aufdermauer
2. Minutes of Nov. 8<sup>th</sup> 2016 Meeting ..... Justin Aufdermauer
3. New Business .....
  - Branding Awareness Study ..... Nan Devlin
  - 6-month tourism marketing report, per IGA ..... Nan Devlin
  - Additional new business? ..... TPAC
4. Financial Report ..... Amy Blackburn
5. Marketing and Promotions Grants update ..... Amy Blackburn
  - Marketing and Promotions Grant – policy language update ..... (Action) Amy Blackburn
  - Marketing and Promotions Grant – set application deadline ..... TPAC
6. Marketing Programs Report ..... Susan Moreland
7. EDC Liaison report ..... Doug Olson
8. Director’s Report ..... Nan Devlin
  - Travel Oregon Agritourism Studio schedule
  - Wayfinding update
  - Pilot program planning: restaurant marketing, customer/visitor experience training
  - Tillamook Coast Visitor guide updates
  - Futures Council – BOCC – VTC community TLT development meeting dates
9. Public Comments.....
10. Adjournment ..... **Justin Aufdermauer**
11. **The next TPAC meeting Wed. FEBRUARY 8<sup>th</sup>, 2017 at TBCC noon**



<b>Tourism</b>	Justin Aufdermauer –Chair	Doug Olson, EDC Liaison
<b>Promotion</b>	Susan Amort	Jeremy Strober Dan Haag
<b>Advisory</b>	Jeff Wong	Dee Harguth Tom Flood
<b>Committee</b>	Kristen Penner	Meghan Burdick

**Minutes of Meeting  
November 8, 2016  
Tillamook Bay Community College Room 214**

**TPAC Member in Attendance:**

Tom Flood	Dee Harguth	Kristen Penner	Jeremy Strober
Jeff Wong	Justin Aufdermauer	Meghan Burdick	Susan Amort

**Absent:**

Dan Haag

**Economic Development Council (EDC) and Visit Tillamook Coast (VTC):**

Doug Olson, chair, EDC  
 Nan Devlin, Tourism Director  
 Susan Moreland, Tourism Marketing Assistant  
 Any Blackburn- Finance

**Call to Order and Welcome**

Meeting called to order by Justin Aufdermauer at 12:05 pm

Beginning comments by Justin Aufdermauer for the process of Marketing Grants, that Amy Blackburn will take everyone’s scores and put them on ranking spread sheet from highest to lowest score, for later discussion.

**Minutes of Last Meeting**

The minutes of October 11, 2016 meeting were presented with a request by Justin Aufdermauer to entertain a motion to accept the minutes. Susan Amort made a motion to accept the minutes. Motion was seconded by Dee Harguth. Minutes approved.

**New Business**

Jeremy Strober shared that Kiwanda Hospitality broke ground for the new Kiwanda Lodge and Spa in Pacific City and next year will open the Vintage RV Camping Park  
 Tom Flood shared that Tillamook County approved a windmill to be installed at his restaurant.

**Financial Report- Amy Blackburn**

Monies that have come in that are not part of TLT funds, will have its own separate account and not be in the general TLT fund. We received \$223,000 from the County for TLT for April May June (Q2 2016). This amount will be reflected on next month’s report.



Nan Devlin reported that for this year's 3<sup>rd</sup> QRT, we are at \$25,705,000 million gross lodging receipts, which since 2014 is \$4 million more, and \$1 million more than last year. For this last quarter, there has been \$1,413,680 in TLT collections, which is \$100,000 more than last year, quarter to quarter. 2015-2016 up 8% over previous year.

### **Marketing Program Report – Susan Moreland**

Packets were handed out showing what each community will have on display for this year holiday season. The only towns not taking part this year are Oceanside and Manzanita.

Lodging program meeting for owners is Thursday November 10<sup>th</sup>, to go over the website design and online reservation system. This is a 12 month project, starting in January 2017.

Nan shared that our Tillamook Coast lodging section on the website will have a new look and will have a Book Now feature for lodging properties with online reservation systems.

Nan Devlin talked about a new county-wide restaurant study, a preliminary review report of the restaurants and interview with the owners of what needs they may have. This is a project that we will be working on next year.

### **EDC Liaison Report – Doug Olson**

EDC Membership packets have gone out to grow membership with a revised fee structure. A new scholarship program to provide funds for the first time available for next year. News release about the Department of Agriculture awarding EDC a grant in the amount of \$35,000 administrative service for a \$140,000 loan program micro loan EDC work plan for next year.

### **Tourism Directors Report- Nan Devlin**

- There are four new videos that Nan Devlin shared with the Committee, done by Sea Legs Media. Sea Legs developed a marketing program which we will be shared at the next meeting.
- Earned media  
Willamette Week – had an article on sustainable fishing, featuring Jeff Wong's operation  
Dan Haag – a blog about metal detecting after a storm was feature article in Lost Treasure.  
Denise Porter posted online with Portland PDX on geo caching  
Men's Journal – did a piece on the Pelican Pub  
Spice Magazine – article on Meet the Man who Invented Salt, about Netarts and Jacobson Salts  
Jackson Observer – article about five dining spots around Neskowin, featuring Café at Hawk Creek, Sportsman Bar, and Beach Club Bistro.  
NW Sportsman's – article "How not to Die while kayaking", around Cape Kiwanda and Pacific City  
We are doing other marketing with them and NW Outdoor Radio  
NW Travel and Life's new magazine NW Meetings News features a "get to know a CVB" article  
NW Meetings and Events –doing an article on Tillamook and what it has to offer meeting planners.



- Nov 21<sup>st</sup> will be a meeting including people and business in the food industry, to meet with Partners for Rural Innovation, that will tie in later with Agra Tourism Studio in Jan.
- Futures Council community meetings set for Nov. 14, 15, 16, and 17 on TLT facilities development. Visit Tillamook Coast is providing logistics and support to Futures Council.

### **Marketing and Promotion Grant Scoring and Ranking**

Tillamook Estuaries Partnership and Friends of Netarts Bay - \$10,000 request

Jeremy Strober made the motion to fund the full \$10,000 with the stipulation that they spend \$2450 to increase marketing. There was no second, motion failed.

\$2450 excluded for events operation – Award \$7550

Motion made by Justin Aufdermauer, seconded by Tom Flood, three abstained, motion passed

Tillamook Area Chamber of Commerce - \$10,000 request

\$2794 excluded for purchase of furniture- Award \$7,206

Motion made by Jeremy Strober to fund \$7500, seconded by Jeff Wong, Justin Aufdermauer abstained, motion passed Motion made by Kristen Penner to adjust the line item to match cost in budget to reflect excluded \$2794 and award \$7206, second by Dee Harguth, amended motion passed.

Friends of Netarts Bay, Estuary, Beach & Sea (WEB) - \$2,640 request

Motion made by Justin Aufdermauer, seconded by Tom Flood, motion passed

Nestucca Valley Community Alliance - \$8250 request

Motion Jeff Wong to exclude signage and swag of \$5500 and approve \$3750 no second – failed

Motion by Justin Aufdermauer to exclude signage of \$2750 and approve \$6500, no second – failed

\$4000 excluded for swag- Award \$4250

Motion made by Meghan Burdick, seconded by Susan Amort, 3 oppose and 5 in favor, motion passed

Neskowin Valley School Harvest Festival- \$8400 request

Excluded \$1000 for musicians

Motion made by Tom Flood, seconded by Jeff Wong, motion passed

Tillamook County Quilt Trail - \$4948 request

Motion made by Jeff Wong, seconded by Dee Harguth, Justin Aufdermauer abstained, motion passed

Tillamook Area Chamber of Commerce - \$7350 request

Motion made by Jeremy Strober, second by Tom Flood, motion passed



Friends of Cape Falcon & Lower Nehalem - \$10,000 request

Exclude Boat and speakers – Award \$5975

Motion made by Justin Aufdermauer, seconded by Kristine Penner, Jeff Wong abstained, motion passed

Tillamook Forest Center - \$10,000 request

Motion made by Jeff Wong to withhold funding at this time, Justin Aufdermauer seconded, motion pass to not fund.

International Police Museum - \$3000 request

Motion made by Meghan Burdick, seconded by Jeff Wong, motion passed

Tillamook Forest Heritage Trust-Salmonberry Project - \$7500 request

Motion made by Justin Aufdermauer to withhold funding, seconded by Meghan Burdick, motion passed to not fund.

North Coast Land Conservancy - \$10,000 request

Excluded \$8500, approved \$1500 only for web development

Motion made by Jeff Wong, seconded by Kristen Penner, motion passed

Total grants to be presented to EDC total \$49,819.

There was much discussion on the lack of timely reporting from the prior grants. The exception being TCAN and Pacific City, which had internal issues that resulted in grants not completed. It was recommended to address the issues at the next EDC meeting on policies for future timelines and reporting.

**Public Comment:** None at this time

**Adjournment:**

The meeting was adjourned by Justin Aufdermauer at 2:45 pm. Next meeting will be set for January, 2017 TBD.