

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

**TPAC Meeting Agenda**

Location: **Tillamook Bay Community College, Room 208**

Date/Time: **Tuesday, May 9, 2017 Agenda – 12:00 Noon with lunch**

1. Call to Order—Welcome & Introductions .....Justin Aufdermauer
2. Minutes of April 11, 2017 Meeting ..... (Action) Justin Aufdermauer
3. New Business .....TPAC
  - Marketing and Promotions Grant Scoring, Discussion and Ranking ..... (Action)TPAC
4. Financial Report..... (Action) Amy Blackburn
  - 2016-2017 Budget Update.....Amy Blackburn, Nan Devlin
5. EDC Liaison report .....Doug Olson
6. Director’s Report..... Nan Devlin
  - Travel and Words Conference feedback
  - Marketing position update
  - Agritourism update and funding
  - Website redesign
  - Governor’s Conference on Tourism – May 10-12
  - TLT Community Meetings – final round week of May 15
7. Public Comments .....
8. Adjournment .....Justin Aufdermauer
9. **The next TPAC meeting TBD at TBCC noon**

**Minutes of TPAC Meeting  
April 11, 2017  
Tillamook Bay Community College Room 214-215**

**TPAC Members in Attendance:**

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

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

Doug Olson, chair, EDC liaison          Nan Devlin, Tourism Director          Any Blackburn- Finance

**Guest:**

Susan Moreland

**Call to Order and Welcome**

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

**Minutes of Last Meeting**

The minutes of November 8, 2016 meeting were presented. Kristen Penner made a motion to accept the minutes. Motion was seconded by Susan Amort. Minutes approved. TPAC meetings were held in January and February 2017 but lacked a quorum. No meeting was held in March 2017.

**New Business**

- Received 17 applications for the 2016-2017 phase 2 Marketing and Promotions grant; 15 were accepted as complete and approved for review. Twelve are non-profits, three for-profits. Total funds requested are \$108, 085.91. Approximate available funding is \$50,000.
- Discussed 2017-2018 proposed budget and budget messaging, including changes in amounts dedicated to wayfinding, and tourism sales and marketing.

**Financial Report- Amy Blackburn**

Financials through February 2017 are under-budget, but larger spending is occurring in March and April. Expecting Q4 2016 TLT fund transfer in mid-May. Non-TLT funds used for City of Rockaway Beach tourism. Nan Devlin reported 2016 TLT revenue increase of 7.25% over 2015, meeting goal of 5-7% TLT. Jeremy Strober asked about data on growth of number of rooms and occupancy rates, but county does not track that data due to inconsistent reporting from lodging properties.

**EDC Liaison Report – Doug Olson**

Two positions on the EDC board are up for renewal, and there is one vacancy due to the resignation of Ray Siler. County budget process is underway the week of April 10<sup>th</sup>. \$800,000 shortfall, and Oregon Lottery dollars are less available to fund an EDC program. State lottery and casinos are expecting a 45% drop in revenues over the next two years due to the new casino opening in Ridgefield, WA.

**Tourism Director Report- Nan Devlin**

1. **Legislative Update:** 2003 transient lodging tax definitions, HB 2744, 2768 and SB 745, are all scheduled for a work session
2. **Marketing & Promotions Grants:** Received 17 grant applications, 15 were approved for review. TPAC received them April 11, will score and rank on May 9<sup>th</sup>; plan to bring recommendations for funding to EDC at May 16th meeting.
3. **Budget process:** Presented 2017-2018 budget request to county on April 12<sup>th</sup>. County estimated \$901,000 as 46% share of the 70% of TLT. We anticipate approx. \$921,000.
4. **Conference sales:** Landed two of three conferences pursued – one for 150-200 people, the other 50 people. Third conference still a possibility for 2019 – Saltwater Sportsmen Show. Need Tillamook County Fairgrounds cooperation to make this happen.
5. **Wayfinding:** Per ODOT regulations, have developed a compromise design that incorporates the name Tillamook Coast with city signs and their logos for state highway signage (see attached sample). Asked legal counsel Ross Williamson to draft an agreement about operations and maintenance of wayfinding signage. Manzanita and Nehalem are ready to go forward with signage planning meetings.
6. **Lodging Program:** Receiving first reports from our lodging program properties. January and February revenues are down – not unusual, most lodging was. March picked up – 8-12% over last year. Not sure yet if this is more than other properties – gathering comparison data. We are getting reports that a greater portion of reservations are coming through the website, rather than through a fee-based booking engine.
7. **Book Now:** JackRabbit, the DMO “Book Now” lodging system has been very successful driving leads to lodging properties – Jan and Feb were 1,000 per month, with 60% click-through rate to properties. Average is 20-40%.
8. **Video:** Video marketing has been extremely successful. Dory boat and fishing videos have been top performers. Video pre-roll in the Seattle market for the spring break campaign with Video Complete Rate (VCR) was 78%. Click thru rate was strong at 41%. *Beach Bill Anniversary video* will feature dignitaries and locals.
9. **Tradeshaw:** Exhibiting at Travel and Words Conference April 24/25 in Salem. 50 travel writers in attendance, Sunset Magazine editor will be there, and am on a panel for DMO relationships.
10. **Travel Oregon:** Regional stakeholders meeting April 14<sup>th</sup>. Oregon Coast Visitor Association was reappointed as the Oregon Coast RDMO for two years. *Visit Tillamook Coast will be awarded Best Visitor Guide for 2016 at the Oregon Governor’s Tourism Conference in May in Salem.*
11. **Agritourism:** Follow-up meeting on April 21<sup>st</sup>, sub-committee work; we need to create a roadmap and 15-year commitment to an agritourism initiative in order to write and apply for the \$10,000 grant that accompanies a Rural Tourism studio workshop.
12. **Marketing plan:** Beginning work on 2017-2018 marketing plan. Focus on Outdoor Recreation, Culinary/Agritourism, Arts/Culture and Community Development, as well as internal projects as Organizational and Public Affairs Development.

#### **TPAC Comments:**

Dan Haag: MacGregor's Whiskey Bar opening – where Vino Manzanita was. Manzanita Music Festival returning this summer.

Jeremy Strober: Airstream rentals – 11 RVs and a yurt “Airstreams at Haystack Village.” Outdoor living with outdoor shower, firepit, BBQ. Stimulus Café renovating, open May 3 with espresso and bakery café. Kiwanda Lodge and Spa – 33 rooms, all oceanfront. Fitness spa and restaurant.

Dee Harguth: 6<sup>th</sup> tiny home will be delivered mid-May. All native landscaping. 26x46 event tent: holds 280 people (standing). Weddings. Promoting Dark Days on the Bay: dark chocolate, beer, wine.

Justin Aufdermauer: City of Tillamook in flux – highway construction ongoing. Part of bridge will open end of May. Chamber office will be open middle of May. Sidewalks will be shut down for awhile this summer. 68 people going to China on a Chamber promoted tour.

Kristen Penner: Garibaldi Cultural Heritage Trust – working on interior upgrades of pier house this summer.

Susan Amort: Neskowin – businesses trying to expand. Meeting county commissioners about a public road into private ownership. Community Association – Trash and Treasures event. Golf course is now a wetland – birdwatchers from Birding and Blues to view birds on course. Ecoli in Hawk Creek, coming from ocean.

Meghan Burdick: Blue Heron Easter Egg Hunt. Animals will return from fairgrounds, new baby lamb.

Jeff Wong: Working with Ken Ulbricht in Wheeler. Food Truck featuring Tillamook Coast brand and imagery will be used at events.

Tom Flood: Working with Nehalem River Ranch and will use their hamburger at The Schooner.

**Public Comment:** Susan Moreland reported she is working with a motel in Netarts to improve marketing efforts and assist in property remodel.

**Adjournment:**

The meeting was adjourned by Justin Aufdermauer at 2:13 pm. Next meeting is May 9<sup>th</sup> 2017 at Tillamook Bay Community College in room 208 at noon. (Lunch will be provided)