



CURRY COUNTY BOARD OF COMMISSIONERS

TOURISM AND PROMOTIONS COMMITTEE

Monday June 21, 2021– 4:00 P.M.

94235 Moore Street, Gold Beach, Oregon

www.co.curry.or.us

Minutes

June 21, 2021

A. CALL TO ORDER

B. ADDITIONS TO AGENDA

Introduction of Dave McCutcheon representing Port Orford and Laurie Van Zante as the At Large seat

*Approval of minutes were added as they were not part of the Agenda.
Klaus made a motion to approve the minutes, and Terri second the motion.
Chair asked for a vote, “all in favor.”*

*Formal vote taken for Leslie Wilkinson as Chair, Laurie made a motion,
Klaus second the motion. Chair called for vote, “all in favor.”*

C. DISCUSSION ITEMS

1. Grant Finalization

*Leslie opens the discussion explaining the grant is for marketing and promotion and is not for capital improvements or tourism assets.
Secretary Plagge explained those funds are designated to the fair grounds right now, and it is a year-to-year basis based on the ordinances.*

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The grant is proposed as \$5,000 for marketing outside the County, and beyond 50 miles that is required by the states TLT program.

Eligible applicants will be local, nonprofit, events, programs and activities and businesses.

For profit businesses will be required to partner with nonprofit entities to create a network of partnerships that will benefit across industries.

Eligible expenses need to be again beyond 50 miles, branding items could only be give a way items, not for resale.

In Eligible expenses include no past expenses for advertising, no web maintenance, travel, salaries, and only receipted items.

Discussion ensued about the amount of money for all regions of the County. Whether it is done by the amount collected or if done equally.

Ad agency was added an eligible expense with discussion about the capacity for business and events to not be able to market their events and businesses properly.

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Discussion led to suggesting that a “how to” would be included for businesses and events so that they learn on how to media buy outside the County, as that is a requirement.

Chair than highlighted the Lookout contract and stated the cost for the strategic plan, and overall program structure.

Talked about quarterly newsletter and what we can put in, also was a suggestion for tent cards and vacation rentals.

2. Escape Ad on Facebook

Was a well-received creative ad and is pinned at the top of Travel Curry Coast Facebook Page

D. FUTURE MEETINGS

July 19th Meeting was canceled for summer schedule

E. ADJOURN 5:45pm

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