

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, October 19, 2017, 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

1. Roll Call

2. Approval of Minutes – September 14, 2017

3. Public Comments

4. Action Items

- a. Beat the Brewers Event Evaluation – Mike Frederick
- b. Rock the Chetco Event Evaluation – Mike Frederick
- c. Just a Wave Away Promotion – Teri Davis
- d. Events Calendar Proposal – Tim Patterson
- e. Incremental Funding Reductions (as requested by City Council) – Teri Davis

5. Informational Items

- a. Spectrum Digital Presentation – Jeremy Bakke
- b. Recent Council Actions
- c. Oregon Coast Visitors Association – People's Coast Summit Report – Teri Davis
- d. TPAC Budget Info
- e. Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for November 16

7. Adjournment

All public comments and presentations are limited to 10 minutes. All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – September 14, 2017

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Chair Skip Watwood, Angi Christian, Candice Michel, Dane Tippman, Bob Pieper, and Sonya Billington.

Also present: Staff Committee Liaison Teri Davis

Sonya Billington was introduced as new member to the Committee.

2. APPROVAL OF MINUTES –

- a. Motion made by Candice Michel to approve the minutes of July 20, 2017, motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.**

3. Public Comment – There was no one present to address the Committee on non-agenda items.

4. ACTION ITEMS

- a. TPAC Voting Procedures –** Dane Tippman addressed changing the method by which the committee votes to a individual polling method.

Motion made by Dane Tippman to change the voting procedure to individual polling, motion seconded by Candice Michel.

Staff member Teri Davis advised that the Code would have to be modified.

Committee tabled the motion.

- b. Coastal Christmas Elves –** Kathy Breshears presented the proposal requesting \$2,000 for the event.

Motion made by Candice Michel to recommend the proposal to City Council for funding, motion seconded by Angi Christian; the motion carried unanimously.

- c. Travel & Adventure Show –** Teri Davis presented the proposal requesting funding not to exceed \$1,745.

Motion made by Candice Michel to recommend the proposal to City Council for funding, motion seconded by Angi Christian; the motion carried unanimously.

5. INFORMATIONAL ITEMS

- a. Spectrum Analytics –** Jeremy Bakke provided a comprehensive overview of the analytics for the prior month of the advertising campaign.
- c. Budget Status –** Committee reviewed the budget status
- c. Internet Hit Info –** Committee reviewed internet hits document provided

6. COMMITTEE COMMENTS –

- Candice Michel spoke about an events calendar proposal that Tim Patterson would like to implement. The Committee will discuss the proposal in full at the next meeting.
- Candice Michel provided an update about the Harris Beach video status.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for October 19, 2017.

8. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 5:19 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at October 19, 2017 meeting)



City of Brookings

898 Elk Drive, Brookings, OR 97415

(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program

Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Event Title: Beat the Brewers Relay Completion Date: 9/29/17
Contact Person: Mike or Alex Frederick Phone: 541 661 3586
Amount Awarded: \$ 3000 loan

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___." Detailed receipts are not required).

| | |
|--------------------------|--------------------|
| Equipment Rental | |
| Sound / Banner Hoses | 1350 ⁰⁰ |
| Advertising | 834 |
| TShirts / Runner items | 658 |
| License / permits | 525 |
| MUSIC | 1000 |
| Labor | 529 |
| Supplies / Wax / Banners | 398 |

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

Approximately 350-450 through out the day.
The majority of attendees were local like our first year - but we hope to attract more out of town teams next year. At this years Wild Rogue Relay, many runners indicated they wanted to do Beat the Brewers in 2018

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: [Signature] Dated: 9/21/17
Organization: Cheba Brewing Co



Chetco Brewing Company
16883 Yellowbrick Road
Brookings, OR 97415
541-661-KEGS

Umpqua Bank
721 Chetco Avenue
PO Box 1520
Brookings, OR 97415
96-505/1232

3115

09/28/17

PAY TO THE
ORDER OF

City of Brookings

\$**100.69

One Hundred and 69/100*****

City of Brookings

DOLLARS

MEMO

replay any profit made on Beat the Brewer's 201

AUTHORIZED SIGNATURE

⑈003115⑈ ⑆123205054⑆9851615485⑈

Details on Back.



Security Features Included

MP



City of Brookings

898 Elk Drive, Brookings, OR 97415

(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program

Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Event Title: Rock the Chetco Completion Date: 5/29/17
Contact Person: Mike or Alyx Frederick Phone: 541 661 3586
Amount Awarded: \$ 3000.00

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___." Detailed receipts are not required).

Shuttle around town: \$500.00
Security 675.00
Sound equipment rental/music 346.5
Advertising - Shuttle flyers, 180.00
Local & Regional Print
Radio

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

Estimated attendance was 2700-3000 per day in and around the various shuttle stops.
Of all charged purchases at our booth, it is estimated that 40% of visitors came from outside the 97415 zip code.
A survey of vendors in the Port indicates that they experienced 50% of their patrons coming from outside the local area.

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: [Signature] Dated: 9/1/17

Organization: Chetco Brewing Company



KOBI-TV NBC5



Winter magic on the coast, just a wave away.

There is nothing like watching a storm, snuggling by a romantic fire, playing on the beach...

Coastal magic is never out of season!

It's Just a Wave Away Special

Let us help you to welcome visitors to your place of business during the winter months! Same exciting weather, same exciting places to visit, same sand castles.



Two Month \$1200 Commitment



\$600 per month

Example Monthly Schedule:

News at Sunrise 4x

Today Show 4x

News at 6pm 3x

News at 11pm 2x

Rotators 5a-2a 2/week

This TV – All Movies



BONUS: Morning News Ticker

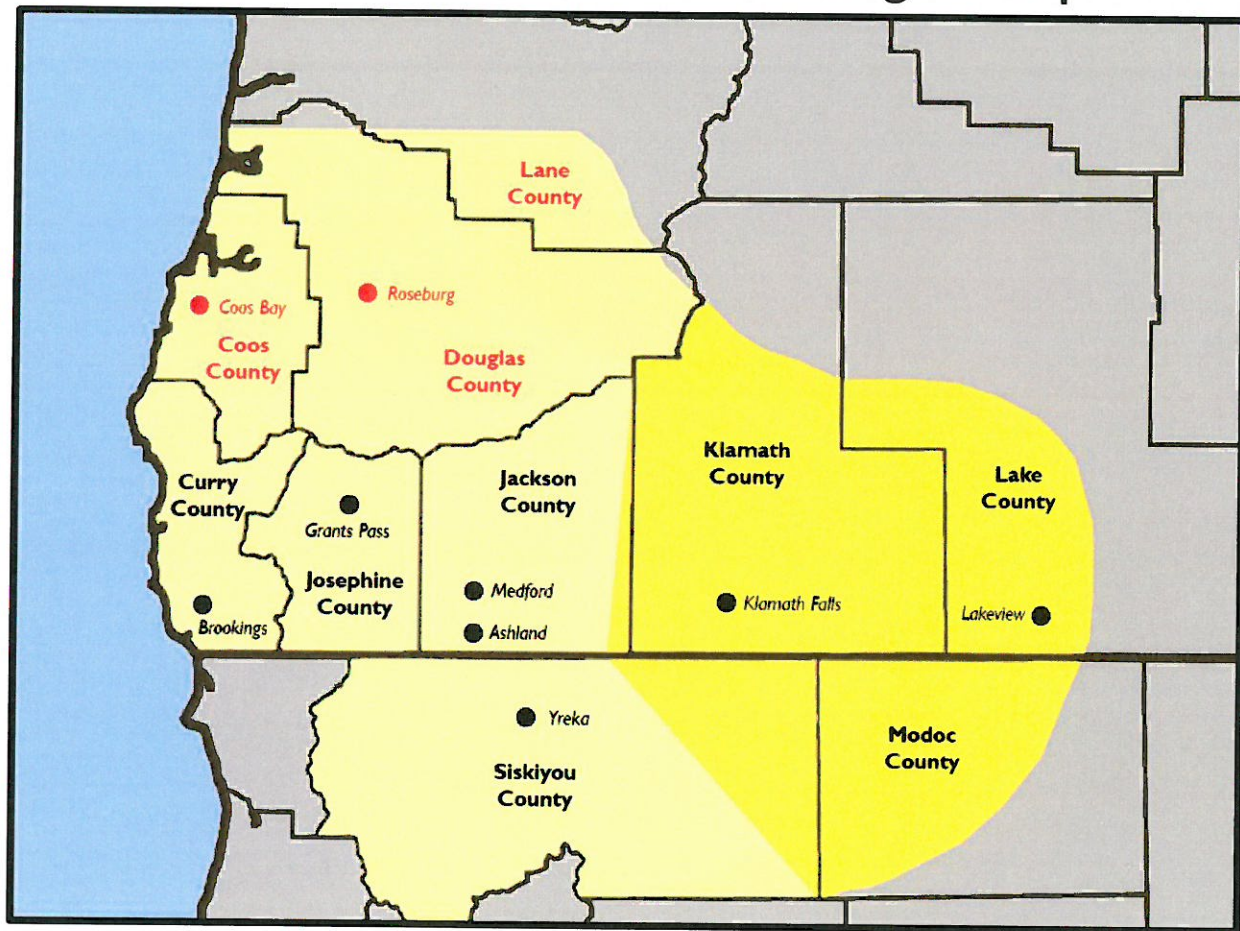
Presented By:

Judy Luker (541) 779-5555 jluker@kobi5.com

125 S. Fir Street, Medford, OR 97501



KOBI-TV NBC5's Coverage Map



- KOBI is proud to offer Digital Plus
- Community Involvement – no other station can compete with KOBI:
 - *Northeast Emmy Award 2017
 - *National Association of Broadcasters Service to America 2009 & 2014
 - *Best News Series
 - *Oregon Broadcasters Association Service Project of the Year 2008,09,10 and 11
- Facebook tripled in likes in last 6 months
- Five on 5 Segment – 5 minute interview with local business leaders and also US Senators
- Doc on Call Appointment TV – only consistent call in segment in the state where viewers can speak privately to local physicians... This is our 15th Year
- Sunday Night Football – most watched television show EVER!

| | | | | |
|-----|--------|-------------|---------------|------|
| All | Today | Tomorrow | This Weekend | or |
| All | Events | Meetings | Announcements | Mon |
| All | Sports | Music | Art | Post |
| | Youth | Educational | Computer | Head |
| | | | | It's |

Process

All All Sports

The Bruin Girls' first Soccer match of the 2017 season will be against North Valley and will occur at 11:00 am on Saturday September 9th. Due to the potential for forest fire smoke, the game will be held at the Crescent City High School Field. For more information call 541-661-0457 or go to

Humboldt Mediation Services welcomes the public's support at its benefit fundraiser on Wednesday morning from 11:30 to 9 featuring a live guitar performance by Joshua Seney from 6 to 8 at the Mad River Brewery. 445-2505. HumboldtMediationServices.org. [Facebook.MeetingSport](https://www.facebook.com/MeetingSport)

The Sequoia Park Zoo is accepting volunteers for its upcoming 11th annual "Zootini Gala Evening of Wild Fun" benefit for the Zoo scheduled for Saturday night from 5 to 9:45. Sign up now at 442-5649, ext. 202.MeetingSport

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The Bruin Boys' first Soccer match of the 2017 season will be against North Valley and will occur at 1:00 am on Saturday September 9th. Due to the potential for forest fire smoke, the game will be held at the Crescent City High School Field. For more information call 541-661-0457 or go to EventSport

| <div> <div>\$47,929</div> <div>BUDGETED</div> </div> | 30% ADVERTISING MEDIA TV - INTERNET - PRINT | 60% EVENTS | 10% CAPITAL | Travel & Training | Operating Supplies |
|--|--|------------------------------|-------------|-------------------|--------------------|
| | Dollar budgets determined on TPAC agreed percentages of \$47,929 budget (32-10-6090) | | | | |
| % BUDGETED | \$ 14,379 | \$28,757 | \$4,793 | \$1,000 | \$1,000 |
| July | | \$ (2,000) Fungi Fest | | | |
| August | \$ (2,500) Salmon Run Videos | \$ (2,050) Salmon Run Videos | | | |
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| *Pending | \$ (10,800) | | | | |
| REMAINING FUNDS | \$ 1,079 | \$ 24,707 | \$ 4,793 | \$1,000 | \$1,000 |

| | | | |
|----|---------------|------------------|----|
| \$ | 4,800 | Go App | |
| \$ | 6,000 | Spectrum Digital | |
| | <u>10,800</u> | | |
| \$ | | | \$ |

TPAC Goals: Increase overnight stays with emphasis on October thru April. Budget 60% on events, 30% on media advertising, and 10% on capital.

| YouTube Videos | | Posted | Previous | | | | | | | | | | | | Total |
|---|--|---------|----------|--------|---------|---------|--------|---------|--------|----------|--|--|--|--|--------|
| Apple Box Videos | | 4/21/14 | Total | 3/9/17 | 4/14/17 | 5/10/17 | 6/8/17 | 7/13/17 | 9/7/17 | 10/12/17 | | | | | Views |
| Great Place to Live | | | 4774 | 176 | 293 | 220 | 257 | 520 | 874 | 491 | | | | | 7,605 |
| Great Place to Visit | | | 1257 | 26 | 45 | 27 | 45 | 56 | 77 | 70 | | | | | 1,603 |
| Great Place to Go Camping | | | 1112 | 18 | 34 | 13 | 44 | 63 | 63 | 63 | | | | | 1,410 |
| Great Place for a Romantic Getaway | | | 1185 | 37 | 43 | 28 | 44 | 88 | 103 | 88 | | | | | 1,616 |
| Great Place to Bring Your Family | | | 826 | 15 | 25 | 19 | 32 | 50 | 54 | 47 | | | | | 1,068 |
| 11/8/14 | | | | | | | | | | | | | | | |
| KOB! Videos | | | | | | | | | | | | | | | |
| Romantic Weekend | | | 710 | 8 | 14 | 10 | 16 | 31 | 30 | 39 | | | | | 858 |
| Family Weekend | | | 772 | 14 | 15 | 10 | 13 | 24 | 35 | 38 | | | | | 921 |
| 11/21/14 | | | | | | | | | | | | | | | |
| Oregon Lifestyles | | | | | | | | | | | | | | | |
| Brookings Episode | | | 613 | 32 | 46 | 31 | 65 | 74 | 114 | 86 | | | | | 1,061 |
| Boardman State Park | | 4/25/16 | 1369 | 53 | 84 | 58 | 84 | 113 | 179 | 52 | | | | | 1,421 |
| Dining 101 Film | | 10/6/16 | 1181 | 56 | 81 | 74 | 104 | 136 | 516 | 103 | | | | | 1,284 |
| | | | | | | | | | | | | | | | |
| View Totals All Videos | | | | | | | | | | | | | | | |
| | | | 12240 | 435 | 680 | 490 | 704 | 1,155 | 2,045 | 1,077 | | | | | 18,826 |
| | | | | | | | | | | | | | | | |
| Brookings Lifestyle views (not on City channel) | | | | | | | | | | | | | | | |
| | | | 22745 | 413 | 538 | 394 | 463 | 681 | 1,252 | 888 | | | | | 27,374 |
| | | | | | | | | | | | | | | | |
| Great Place for Romantic Getaway | | | | | | | | | | | | | | | |
| Views | | | 37203 | 49 | 124 | 26 | 26 | 69 | 44 | 360 | | | | | 37,901 |
| Shares | | | 1591 | 0 | 2 | 0 | 0 | 1 | 0 | 15 | | | | | 1,609 |
| Likes | | | 326 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | | | | | 328 |
| | | | | | | | | | | | | | | | |
| Samuel H. Boardman Video | | | | | | | | | | | | | | | |
| Views | | | 39,971 | 21 | 42 | 507 | 143 | 41 | 125 | 15 | | | | | 39,986 |
| Shares | | | 1191 | 0 | 0 | 20 | 11 | 0 | 4 | 0 | | | | | 1,195 |
| Likes | | | 445 | 52 | 0 | 0 | 2 | 0 | 0 | 0 | | | | | 445 |
| | | | | | | | | | | | | | | | |
| Dining 101 Video | | | | | | | | | | | | | | | |
| Views | | | 10676 | 20 | 27 | 129 | 11 | 98 | 949 | 47 | | | | | 10,723 |
| Shares | | | 281 | 0 | 0 | 6 | 0 | 1 | 23 | 1 | | | | | 282 |
| Likes | | | 141 | 19 | 0 | 0 | 0 | 0 | 10 | 0 | | | | | 151 |