

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, January 19, 2017 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. December 15, 2016

3. Public Comments

4. Action Items

- a. Election of Officers
- b. Oktoberfest Event Evaluation – Mike Frederick
- c. Natures Coastal Holiday Evaluation
- d. Coastal Christmas Evaluation
- e. Use of Tourism Promotion Budget for Print Advertising

5. Informational Items

- a. Oregon Coast Visitors Association (OCVA) – “Go Wild Rivers” App – Jodi Fritts, Gold Beach City Administrator
- b. Print advertising moving forward – Teri Davis
 - I. Mile by Mile Guide full page ad sponsorship
 - II. Full page ad commitment for five additional editions of the Oregon Coast Magazine
 - III. Half page ad commitment in the People’s Coast Guide
 - IV. Seeking partnerships from local businesses to supplement the City’s print advertising commitment. (Chetco Brewing)
- c. Budget and Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for February 16th.

7. Adjournment

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

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids 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 – December 15, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Bob Pieper, Angi Christian, Chuck Costello, Skip Watwood and Chair Tim Patterson *Late Arrival:* Committee member Candice Michelle arrived at 4:15.

Also present: City Manager Gary Milliman and City Recorder Teri Davis

2. APPROVAL OF MINUTES –

- a. Motion made by Angi Christian to approve the minutes of November 17, 2016, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a.** None

4. ACTION ITEMS

- a. Charter Proposal** – Bob Pieper questioned the time-line of the TPAC recommended digital advertising proposal. His concerns are that the committee always gets the information too late for it to take action and meet deadlines. He asked when the committee would be deciding about the content of the various ads. City Manager Milliman reminded the group that it is their job to recommend how the TOT funds are spent, but it is staff's job to decide about content, etc.
- b. Tourism Writer RFQ** – City Manager Milliman advised that staff had sent out the Request for Qualifications. One response has been received thus far; but it is not ready for committee action yet.
- c. Oregon Coast Magazine Proposal** – City Manager Milliman advised that the deadline had passed to participate with the upcoming publication.
- d. Oregon Coast & Travel Oregon Publisher Advertising** – After investigation of the agenda packet attachments, it was determined that the deadlines for the spring editions had already passed. Bob Pieper commented that again it always seems like the committee is approached for advertising but unable to act upon it due to not being able to meet deadlines.

City Manager Milliman discussed how the Brookings system differs from that of Gold Beach where the City Manager has license to independently approve advertising expenditures. The Committee discussed the need for being more proactive in seeking advertising opportunities, and it desires to get on the schedule for the next round of publications. Additionally, the group discussed the possibility of enlisting other businesses or entities to share in the advertising efforts with the City.

5. INFORMATIONAL ITEMS

- a. City Council Action** – City Manager Milliman advised that City Council had approved the Charter Digital Advertising proposal recommended by TPAC.
- b. Harris Beach State Park Video** – Candice Michel gave an update on the status of the video.
- c. Azalea Festival Parade (non-agenda item)** – Tim Patterson addressed Barbara Ciaramello's City Council proposal regarding taking over the Azalea Festival Parade and asked that City Council consider this proposal. City Manager Milliman advised the proposal had only recently gone before City Council (December 12) and it was decided to wait and see what the Chamber of Commerce's plan were for the event before taking further action.
- d. Budget & Internet Hit Info** – The committee looked over the budget and internet hits documents provided. Funds available for advertising are \$3,280; funds available for events are \$6,357; funds available for capital are \$3,079.
- e.** Mike Frederick of Chetco Brewing was asked to comment. He will provide an event evaluation for Oktoberfest at the next TPAC meeting. He asked if TPAC will continue to support Port events.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, January 19th at 4 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:02 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at January 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: 2nd Annual Oktoberfest Completion Date: 9/16/16
Contact Person: Alex Carr Frederick Phone: 541 661 3586
Amount Awarded: \$ 3000 | 2000 loan, 1000 grant

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

Please see attached Spreadsheet for expense allocation

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.

1,000 +/- We sold 800 mugs, but not all attendees purchased one - We also had kiddie wristbands and we sold 50+ of those. The kiddie wristbands allowed kids 2 free sodas & unlimited playtime in all the pony houses

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: 11/2/17
Organization: Chebe Brewing Co & The Vista Pub

Item	Expenses	income
Sponsorships		\$4,000.00
Sales, Mugs and tokens		\$13,427.82
Vendor Fees		\$600.00
TPAC Loan/Grant		\$3,000.00
Advertising/Promo	\$1,896.13	
Beer	\$5,156.00	
Copies	\$108.00	
Costumes for volunteers/ staff	\$540.00	
Decorations	\$1,323.31	
Fun Run	\$310.61	
Games/Shenanigans	\$1,201.97	
Hardware	\$131.83	
Insurance	\$160.00	
Labor	\$2,600.00	
Music	\$1,100.00	
Over night Security	\$352.00	
Park Fees	\$787.00	
Tent Rental	\$1,809.00	
TPAC partial repayment	\$900.00	
Mugs	\$1,643.06	
Travel	\$15.00	
	<u>\$20,033.91</u>	<u>\$21,027.82</u>
		0
	\$993.91	<input type="text"/>
10% to charity	\$99.39	



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2016 Ave of the Arches Upgrade

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: Natures Coastal Holiday Completion Date: 12-26-16
Contact Person: Klaus Gielisch Phone: 541-941-5599
Amount Awarded: \$ 2,363.00

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

Purchase material to upgrade "Avenue of the Arches" display from a plastic frame to an all steel framework.
Also added an additional 60 light channels all in blue.

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.

Our attendance this year was a record 18,767.
Currently, we don't have a method of tracking visitors

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: K. D. Gielisch Dated: 1-3-17
Organization: Natures Coastal Holiday



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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: Coastal Christmas Decorations Completion Date: Dec. Jan 7, 2017
Contact Person: Parade and Santa Event Phone: 541-412-0674
Amount: Kathy Breshears
Awarded: \$ 3000

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

See Attached

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.

30 volunteers to Decorate
About 100 people at Santa Event
About 30 people in parade - 4 from Crescent City
About 200-300 Spectators - don't know how many from out of 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: Kathleen Breshears Dated: 1/10/17

Organization: Coastal Christmas Elves

Expenses 2016

3000.00

139.00

Gazebo Tent

Bal 2861.00

109.29

Blue water proof Net Blanket lights

Bal 2751.71

263.97

Event Insurance

Bal 2487.74

49.99

Olaf inflatable

Bal 2437.75

149.95

Snowman inflatable

Bal 2287.80

67.99

Penguin inflatable

Bal 2219.81

70.82

Extension Cords

Pd. Credit Card
851.01

Bal 2148.99

765.00

Soroptimist - Wreaths - ck

Bal 1383.99

276.21

Batteries, tent stakes Kerrs - ck

Bal 1107.72

430.00

Pd CC for ladder & 2nd Snowman CC

Bal 677.72

100.00

merchand decoration Prize Money ck

Bal 577.72

70.00

Pacific Rim Copies (flyers) ck

Bal 507.72

285.60

shw motion 2 Banners ck

Bal 222.12

+ 50.00

Donation Coastal COPIERS

Bal 272.12

25.00

Dollar tree - Candy Canes, ornaments ck

Bal 247.12

175.00

Ely Ad Pilot ck

Bal 172.12

44.68

Dep 11915 - Dollar tree - Ace Ext. Cords

Bal 127.44

Tent stakes, 2 Led lights

Expenses
2016


CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: January 19, 2017

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Use of Tourism Promotion Budget for Print Advertising

Recommended Motion:

Motion to recommend to the City Council that 15 percent of the annually allocated Transient Occupancy Tax (TOT) funds which are budgeted to tourism promotion be set aside for print advertising in the People's Coast Guide and the Oregon Coast Magazine and be utilized at the City Manager's discretion, pursuant to the City Manager's established spending limits.

Financial Impact:

Does not impact the amount of funding to be used for the purpose of advertising; impacts the methodology only.

Background/Discussion: The Tourism Promotion Advisory Committee (TPAC) has recently set its goals to include utilizing 30 percent of its tourism promotion budget toward advertising. However, it has been an ongoing hardship to meet print advertising deadlines due to the current approval process which requires first TPAC recommendation of the expenditure and then Council approval.

By allowing 15 percent of the budgeted TPAC funds (half of the amount TPAC has dedicated to advertising in general) to be utilized at the City Manager's discretion specifically for print advertising in the two above-mentioned publications, deadlines can be easily met and advertising goals can be accomplished.

Staff recommends TPAC make the recommendation to City Council to allow the City Manager discretion for the purpose of print advertising.

TPAC EXPENSES FY 2016-17

\$50,797 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$50,797 budget (32-10-6090)			32-10-6120	32-10-6030
% BUDGETED	\$ 15,239	\$30,478	\$5,079	\$500	\$1,000
July	-\$500 OCVA 2016 Membership	-\$2,500 AMF Concerts		-\$99	
	-\$500 Xplore Film - Dining Video Advance	-\$2,363 Natures Coastal Holiday Arches			
		-\$2,000 Sourwood/Rogue Relay - 2016			
		-\$2,258 BHHS Drone			
August		-\$3,000 Vet Fest			-\$63
September		-\$3,000 Oktoberfest			
October	-\$2,000 Xplore Film - Dining Video Balance	-\$1,000 Coastal Christmas	-\$2,000		
		-\$5,000 Nutcracker Ballet			
November		\$1,000 Vet Fest Grant Funds Returned			
January		\$900 Oktoberfest Grant Funds Returned			
*Pending	-\$2,959 Media Advertising listed below	-\$4,000 Pending Events listed below			
REMAINING FUNDS	\$9,280	\$ 7,257	\$3,079	\$401	\$937

*Pending Budget Allocations


\$ 2,959	101 Things to Do Yearly Ad	\$ 2,000	VFW Fireworks - thru CC
\$ 2,959		\$ 2,000	Sourwood/Rogue Relay - 2017 thru CC
		\$ 4,000	


***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	7/21/16	8/12/16	9/28/16	10/13/16	11/10/16	12/15/16	1/11/17	Views
Great Place to Live		3311	269	155	396	96	135	271	141	4,774
Great Place to Visit		919	59	48	80	19	37	62	33	1,257
Great Place to Go Camping		805	60	49	68	13	32	67	18	1,112
Great Place for a Romantic Getaway		928	0	9	82	19	32	70	45	1,185
Great Place to Bring Your Family		605	46	28	48	11	19	50	19	826
KOBI Videos	11/8/14									
Romantic Weekend		543	39	24	40	11	16	29	10	712
Family Weekend		597	30	22	41	8	25	34	15	772
Oregon Lifestyles	11/21/14									
Brookings Episode		315	40	20	83	26	25	67	37	613
Boardman State Park	4/25/16	686	66	124	162	50	78	45	43	729
Dining 101 Film	10/6/16					33	45	36	35	149

View Totals All Videos 9214 609 324 1000 253 444 731 396 **12,971**

Brookings Lifestyleviews (not on City channel) 17164 1,163 787 1,503 335 447 965 381 **22,745**

Great Place for Romantic Getaway Views on facebook		Views	33648	249	83	73	178	1774	190	1008	37,203
		Shares	1492	0	0	0	6	62	2	29	1,591
		Likes	309	1	0	0	1	11	0	4	326

Samuel H. Boardman Video Views on facebook		Views	38957	1,260	518	5,641	82	509	63	98	39,055
		Shares	1160	31	0	148	1	22	0	0	1,160
		Likes	390	12	4	28	0	3	0	0	390

Dining 101 Video Views on facebook		Views					7,115	2,148	101	47	9,411
		Shares					205	44	2	0	251
		Likes					101	21	0	0	122