

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, February 16, 2017 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. January 19, 2017

3. Public Comments

4. Action Items

- a. Vet Fest Additional \$1,000 Return of Loan Funds – Bill Farrell

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. Full page ad commitment for five additional editions of the Oregon Coast Magazine
- c. TOT Information - Janell
- d. Budget and Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for March 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 – January 19, 2017

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Angi Christian, Skip Watwood and Chair Tim Patterson

Also present: City Recorder Teri Davis

2. APPROVAL OF MINUTES –

- a. Motion made by Candice Michel to approve the minutes of December 15, 2016, motion seconded by Angi Christian and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a.** None

4. ACTION ITEMS

- a. Election of Officers** – Candice Michel nominated Skip Watwood as Chair. Bob Pieper seconded the motion. Membership unanimously voted to appoint Skip Watwood to the position of Chair. Candice Michel nominated Angi Christian as Vice Chair. Bob Pieper seconded the motion. Membership unanimously voted to appoint Angi Christian to the position of Vice Chair.
- b. Oktoberfest Event Evaluation** – Mike Frederick presented the evaluation. Estimated attendance was 1000-1200. They returned \$900 of the \$2000 loan. The charity dunk tank was a big success. May need to move the event to the Port due to City park rules about closing at dark. Will not need to request TPAC funds for 2017 Oktoberfest event.
- c. Nature's Coastal Holiday** – No event representative attended to present evaluation. Written evaluation indicates that estimated attendance was 18,767, which is a record attendance. Candice Michel noted that she was "blown away" by the light show.
- D. Coastal Christmas Evaluation** – Bob Pieper presented the evaluation. Estimate is about 200-300 spectators with up to another 100 participants. The event was bigger this year. The parade went well. Changes for next year include having the fire truck approach from a different direction.
- e. Use of Tourism Promotion Budget for Print Advertising** – Teri Davis presented agenda report. Angi Christian, Skip Watwood and Candice Michel all indicated their approval. Bob Pieper was opposed as he feels that sales reps should be more proactive about approaching the city in a more timely manner. Angi Christian encouraged the group to facilitate this advertising. Tim Patterson stated that Gary Milliman can be trusted to make these decisions. He suggested that a caveat be added that this must be approved annually at the beginning of each new budget season.

Candice Michel made a 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/Mile by Mile Guide and be utilized at the City Manager's discretion, pursuant to the City Manager's established spending limits, and that this approval be brought to TPAC for renewal annually at the beginning of each new budget season. Tim Patterson seconded the motion and the committee voted; motion carried with a 4-1 vote, Bob Pieper voting nay.

5. INFORMATIONAL ITEMS

- a. Oregon Coast Visitors Association (OCVA) – "Go Wild Rivers App"** – Jodi Fritts was unable to attend the meeting; presentation has been postponed until the next meeting.
- b. Print Advertising Moving Forward** – Teri Davis gave summary of the print advertising efforts that are underway.
 - Full page ad sponsorship in the Mile by Mile guide
 - Half page ad in the People's Coast Guide
 - Still seeking advertising partners in order to commit to a full page, five-run ad in the Oregon Coast MagazineBob Pieper indicated a concern that Harbor businesses are not being asked to participate in the advertising.
- d. Budget & Internet Hit Info** – Committee reviewed budget and internet hits documents provided. Funds available for advertising are \$3,280; funds available for events are \$7,257; funds available for capital are \$3,079. Committee members were encouraged to share the city videos on their personal Facebook pages to reinvigorate views.

- 6. SCHEDULE NEXT MEETING** – Next meeting scheduled for Thursday, February 16th at 4 pm.
 - Tim Patterson advised that he has requested that a Bed Tax update for the next meeting comparing 2015 to 2016 revenues.

- 7. ADJOURNMENT** – with no further business before the Committee, the meeting adjourned at 4:46 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at February 16, 2017 meeting)

2/6/2017



TPAC Committee

I request, ^{to be} on the Feb. 16 agenda
to payback the Committee an additional
\$1000⁰⁰ per unanimous vote of the Officers
and Board of Directors of Vietnam
Veterans of America, Chapter 757,
Brookings, Oregon.

This completes our \$2000⁰⁰ payback
that was a grant/loan that we
received on a "payback if you can"
basis for the VET FEST II on Aug.
27, 2016 in Azalea Park.

Thanks for your help for this
festival.

Sincerely,

Bill Farrell

President, VVA, Ch. 757

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	

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YouTube Videos	Posted	Previous								Total
<i>Apple Box Videos</i>	4/21/14	<i>Total</i>	8/12/16	9/28/16	10/13/16	11/10/16	12/15/16	1/11/17	2/10/17	<i>Views</i>
Great Place to Live		3580	155	396	96	135	271	141	244	5,018
Great Place to Visit		978	48	80	19	37	62	33	35	1,292
Great Place to Go Camping		865	49	68	13	32	67	18	35	1,147
Great Place for a Romantic Getaway		928	9	82	19	32	70	45	54	1,239
Great Place to Bring Your Family		651	28	48	11	19	50	19	22	848
<i>KOBI Videos</i> 11/8/14										
Romantic Weekend		580	24	40	11	16	29	10	30	740
Family Weekend		627	22	41	8	25	34	15	24	796
<i>Oregon Lifestyles</i> 11/21/14										
Brookings Episode		355	20	83	26	25	67	37	42	655
Boardman State Park	4/25/16	752	124	162	50	78	45	43	3	798
Dining 101 Film	10/6/16				33	45	36	35	65	214

View Totals All Videos

9823	324	1000	253	444	731	396	554	13,525
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Brookings Lifestyle views (not on City channel)

18327	787	1,503	335	447	965	381	440	23,185
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Great Place for Romantic Getaway

Views on facebook

Views
Shares
Likes

33897	83	73	178	1774	190	1008	165	37,368
1492	0	0	6	62	2	29	7	1,598
310	0	0	1	11	0	4	0	326

Samuel H. Boardman Video

Views on facebook

Views
Shares
Likes

39,020	518	5,641	82	509	63	98	72	39,092
1160	0	148	1	22	0	0	0	1,160
390	4	28	0	3	0	0	1	391

Dining 101 Video

Views on facebook

Views
Shares
Likes

			7,115	2,148	101	47	31	9,442
			205	44	2	0	0	251
			101	21	0	0	0	122