

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, July 20, 2017, 4:00pm

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

1. Roll Call

2. Approval of Minutes – June 15, 2017

3. Public Comments

4. Action Items

- a. Xplore Video Proposal – Golf Course
- b. 2017-18 Budget

5. Informational Items

- a. Council actions on recent TPAC recommendations
- b. Transient Room Tax Collected - July 1995-June 2017
- c. Spectrum Digital Advertising – benchmark info
- d. Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for August 17th

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 – June 15, 2017

CALL TO ORDER

Meeting called to order at 4:08 PM

1. ROLL CALL

Present: Committee members Angie Christensen, Candice Michel, Bob Pieper, Tim Patterson, Chuck Costello, Dane Tippman and Chair Skip Watwood – New committee member Dane Tippman introduced. Also present: Lauri Ziemer, Admin Asst.

2. APPROVAL OF MINUTES –

a. Motion made by Candice Michel to approve the minutes of May 18, 2017, motion seconded by Chuck Costello and Committee voted; Angie Christensen and Dane Tippman abstained, the remaining members voting in favor; the motion carried unanimously.

3. PUBLIC COMMENT - None

4. ACTION ITEMS

a. Visitor Survey RFP – Committee discussed RFP goals – decided specific information to be collected should be where visitors are coming from and how they heard about the event – to determine if advertising is effective or not. RFP proposer should determine the methods to obtain that information, be it through canvassing crowds at events or by contacting businesses, hotels, RV parks, campgrounds, realtors, chamber and/or visitor center for their data. Proposer to collect data and collate information. **Motion made by Tim Patterson to issue RFP and spend \$100 per month for six months, starting July 1 thru December 31st, motion seconded by Candice Michelle and Committee voted; the motion carried unanimously.**

b. Pistol River Wave Bash – Lauri Ziemer advised event has already taken place and the organizers were hoping to obtain a \$200 grant to offset advertising costs. They did use the City of Brookings logo on t-shirts they distributed. **Motion made by Bob Pieper to grant \$200 to the Wave Bash event, motion seconded by Tim Patterson and Committee voted; the motion carried unanimously.**

c. 101 Things to Do Ad Proposal – Committee discussed ad proposal and determined that the Brookings area is mentioned several times already without advertising. **Motion made by Tim Patterson to decline the 101 Things To Do ad proposal; motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.**

d. Spectrum Digital Advertising Proposal - Jeremy Bakke presented analytics from the in-progress digital advertising campaign, explained display ad information and retargeting. Committee members requested access to Charter stat information. Skip requested marketing benchmark for this type of advertising and retargeting info, Jeremy advised he can provide all that information and would conduct a workshop for the committee if requested. **Motion made by Tim Patterson to recommend to City Council to approve \$6000 Charter Spectrum 6 month proposal; motion seconded by Candice Michel.** Discussion pursued - Dane advised that he is opposed to any online data collection methods and intrusive advertising. Committee discussed advertising goal and purpose of gathering information and discussed turning off the retargeting option. **Committee voted; Dane Tippman voted no, the remaining members voted in favor; the motion carried.**

5. INFORMATIONAL ITEMS

a. Pen Air Media Plan – Gary provided committee with an informational memorandum. No action.

b. Budget & Internet Hit Info – Committee reviewed budget and internet hits documents provided. 2017-18 budget will be provided next month. Committee questioned if leftover funds rollover into next years budget.

- c. **Drone** – Chuck Costello requested update on the drone. Candice advised that she has met with High School Instructor Joe Morin and a new student has been assigned to the drone video project. Student will be starting project this summer and Candice will provide student with more specific instructions and will assist with producing.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, July 20th at 4 pm.

7. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 5:35 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at July 20, 2017 meeting)



Proposal for Video Production

Client: City of Brookings Oregon

Scope of work to be performed: Produce multiple films to promote Golf in the City of Brookings

Special notes: Per our conversation regarding the possibility of a virtual tour we are presenting two package options. It would not be possible to film all 18 holes in one day with the drone. Especially considering the best lighting. We typically drone from 5am-9am and then again 5pm-9pm at this time of the year. It will take two full days to film all 18 holes which doubles the drone contractor expense who will be coming from Eugene Oregon.

Package A: Multiple Film Package

- Produce an overview film highlighting Salmon Run Golf Course. Film 3-4 holes with aerial drone and standard cameras. Interview Golf Pro if applicable. Film will be produced for multiple venues, web sites and promotional campaigns. One day of filming total.
- Produce a short version to be sent to CGI for new campaign. Length TBD.
- Two films total for web site, newsletter, social media, and any other marketing use.
- Cost \$2,450 + 2 nights lodging – 2 rooms for 4 people

Package B: Virtual Tour with Multiple Film Package

- Produce an overview film highlighting Salmon Run Golf Course. Film 18 holes with aerial drone and standard cameras. Interview Golf Pro if applicable. Film will be produced for multiple venues, web sites and promotional campaigns. Two days of filming total.
- Produce a short version to be sent to CGI for new campaign. Length TBD.
- Produce (18) :20-:30 breakout films of each hole for web site, newsletter, social media, and any other marketing use.
- Twenty films total.
- Cost \$3,950 + 3 nights lodging – 2 rooms for 4 people

<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			
*Pending	\$ (10,800)				
REMAINING FUNDS	\$ 3,579	\$ 26,757	\$ 4,793	\$1,000	\$1,000

\$	4,800	Go App	
\$	6,000	Spectrum Digital	
\$	10,800		
\$	-		

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

City of Brookings
Transient Room Tax Collected

	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>Total</u>
July 2016 - June 2017	33,472.13	29,843.84	29,546.71	13,742.09	10,767.36	8,497.57	6,237.38	10,094.66	10,241.96	10,749.88	16,747.32		179,940.90
July 2015 - June 2016	33,474.45	32,490.46	23,903.38	13,374.57	9,556.98	6,786.71	6,468.56	9,718.68	10,227.90	9,831.39	19,807.76	23,003.23	198,644.07
July 2014 - June 2015	24,638.44	25,358.97	20,131.13	9,950.03	6,119.68	5,594.15	8,202.95	9,478.24	11,327.33	8,778.90	14,417.96	20,838.66	164,836.44
July 2013 - June 2014	37,560.87	29,383.58	17,026.39	10,800.70	5,375.58	6,530.21	7,048.25	7,182.82	8,112.85	6,385.70	12,015.38	16,701.83	164,124.16
July 2012 - June 2013	27,645.67	28,035.52	18,735.75	11,074.68	6,567.87	5,955.06	6,411.09	7,492.70	10,015.14	8,781.24	11,990.97	17,994.48	160,700.17
July 2011 - June 2012	26,411.96	21,735.49	15,617.34	9,474.97	7,063.27	5,967.19	5,707.11	7,816.68	7,983.68	6,782.50	11,628.13	16,247.84	142,436.16
July 2010 - June 2011	26,229.09	23,144.53	16,971.74	10,724.91	6,850.13	5,178.80	5,655.68	6,987.75	8,093.78	8,023.05	10,127.03	14,385.57	142,372.07
July 2009 - June 2010	21,222.34	21,982.30	19,652.90	11,591.25	6,983.93	6,482.85	5,094.22	6,615.82	7,990.96	8,032.39	11,553.87	15,307.97	142,520.80
July 2008 - June 2009	16,621.95	24,680.77	23,668.69	20,833.79	6,690.41	11,498.36	10,379.04	7,883.77	7,745.73	11,844.08	7,462.15	11,903.43	161,212.17
July 2007 - June 2008	22,989.40	26,548.30	26,805.15	18,079.27	11,406.36	7,970.15	12,221.55	5,400.10	9,432.02	12,120.46	7,388.49	13,805.10	174,166.35
July 2006 - June 2007	16,160.69	33,312.68	24,484.29	19,925.16	13,051.49	8,895.84	4,597.06	11,702.49	5,514.33	16,826.98	10,650.13	7,852.25	172,973.39
July 2005 - June 2006	17,205.84	26,467.16	25,066.29	17,189.71	12,711.04	5,823.49	7,877.91	8,110.55	12,821.30	11,489.66	9,414.26	8,203.08	162,380.29
July 2004 - June 2005	16,442.76	25,347.35	25,451.57	21,234.47	8,133.30	14,687.24	7,722.76	8,162.61	10,150.68	13,584.98	7,797.07	13,184.86	171,879.65
July 2003 - June 2004	16,134.59	25,135.25	24,493.34	16,529.47	9,368.39	10,583.14	10,478.07	6,608.72	8,668.80	8,119.96	15,057.41	15,753.31	166,930.45
July 2002 - June 2003	15,961.12	24,631.46	25,206.32	10,580.66	21,226.88	7,707.76	3,061.70	9,291.80	8,291.03	9,392.90	6,432.33	14,805.33	156,589.29
July 2001 - June 2002	14,182.69	22,737.66	24,131.28	15,209.86	10,208.18	7,426.87	5,500.78	3,689.29	9,955.35	11,379.43	8,509.29	11,358.97	144,269.65
July 2000 - June 2001	14,781.11	22,510.85	22,869.49	15,828.28	9,362.97	6,411.61	5,292.77	3,206.73	9,137.94	9,101.66	3,796.67	11,183.64	133,483.72
July 1999 - June 2000	12,317.81	21,022.61	17,090.51	16,016.04	11,907.92	11,216.99	14,006.07	4,524.70	6,392.44	8,332.48	6,743.26	9,733.45	139,304.28
July 1998 - June 1999	10,088.09	18,867.75	19,189.60	14,078.56	7,530.59	4,534.15	3,493.85	3,891.83	5,833.78	7,336.91	8,065.84	8,915.45	111,826.40
July 1997 - June 1998	10,029.62	14,126.70	17,846.87	13,705.15	6,535.64	5,824.48	4,748.93	4,305.60	4,001.33	7,778.28	6,138.41	8,601.21	103,642.22
July 1996 - June 1997	11,294.95	15,833.73	14,976.34	13,981.54	7,887.96	4,711.29	4,132.51	3,575.01	4,327.90	6,387.54	6,921.77	8,042.45	102,072.99
July 1995 - June 1996	10,294.17	15,854.66	16,923.64	11,995.25	7,563.97	7,512.15	4,189.95	4,534.50	4,992.16	6,894.95	6,405.72	8,039.78	105,200.90

YouTube Videos		Posted	Previous										Total
Apple Box Videos		4/21/14	Total	1/11/17	2/10/17	3/9/17	4/14/17	5/10/17	6/8/17	7/13/17	Views		
Great Place to Live			4633	141	244	176	293	220	257	520	6,484		
Great Place to Visit			1224	33	35	26	45	27	45	56	1,491		
Great Place to Go Camping			1094	18	35	18	34	13	44	63	1,319		
Great Place for a Romantic Getaway			1140	45	54	37	43	28	44	88	1,479		
Great Place to Bring Your Family			807	19	22	15	25	19	32	50	989		
11/8/14													
KOB! Videos													
Romantic Weekend			700	10	30	8	14	10	16	31	819		
Family Weekend			757	15	24	14	15	10	13	24	872		
Oregon Lifestyles		11/21/14											
Brookings Episode			576	37	42	32	46	31	65	74	903		
Boardman State Park		4/25/16	1077	43	3	53	84	58	84	113	1,190		
Dining 101 Film		10/6/16	529	35	65	56	81	74	104	136	665		
View Totals All Videos													
			11844	396	554	435	680	490	704	1,155	16,258		
Brookings Lifestyle views (not on City channel)													
			22364	381	440	413	538	394	463	681	25,674		
Great Place for Romantic Getaway													
Views			36195	1008	165	49	124	26	26	69	37,662		
Shares			1562	29	7	0	2	0	0	1	1,601		
Likes			322	4	0	1	0	0	0	0	327		
Samuel H. Boardman Video													
Views			39,805	98	72	21	42	507	143	41	39,846		
Shares			1180	0	0	0	0	20	11	0	1,191		
Likes			443	0	1	52	0	0	2	0	445		
Dining 101 Video													
Views			9629	47	31	20	27	129	11	98	9,727		
Shares			257	0	0	0	0	6	0	1	258		
Likes			141	0	0	19	0	0	0	0	141		