

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, June 16, 2016 - 4:00pm

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

1. Roll Call – Introduction of new member Mary Geyer

2. Approval of Minutes

- a. May 19, 2016

3. Public Comments

4. Action Items

- a. Dining Video – Clarify details for Xplore Film video
- b. 2016-17 Budget – Gary Milliman

5. Informational Items

- a. McVay Rock Disc Golf Tournament Evaluation
- b. City Council action
 - 1. AMF
 - 2. Dining Video RFP
- c. Budget and Internet Hit Info

6. Schedule Next Meeting

7. Adjournment

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 – May 19, 2016

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

Present: Committee members Candice Michel, Skip Watwood and Chair Tim Patterson

Absent: Committee members Chuck Costello, Mary Geyer, Bob Pieper

Also present: Lauri Ziemer, City Administrative Assistant

2. APPROVAL OF MINUTES – Motion made Candice Michel to approve the minutes of April 21, 2016, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Chrissy Perry, Port Event Coordinator advised the Azalea Festival "Party at the Port" is progressing well with more vendors/events planned for this year including a film festival screening at the Kite Field on Saturday night. Port parking likely to be an issue with so many people in the area. She also advised that all motels and campgrounds are full for that weekend.

Connie & Skip Hunter, planning a Vet Fest/Concert in Azalea Park for August 27, 2016. Targeting an outside the area audience and plan to submit a TPAC Event Proposal request.

Lauri Ziemer advised that in order for discussion items/event proposals to be placed on TPAC agenda for committee to discuss and vote on that she be provided informational material week before the meeting so the information can be included in the agenda packet for committee members to review.

Mike Frederick advised that his Beat the Brewers Relay Run & Fair on April 9, 2016 went well with a good run, good vendors, good music and a good turnout for a successful event. Expects momentum to carry event again next year. Will submit an Event Eval form.

4. ACTION ITEMS

- a. **Election of Chair & Vice Chair - Motion made by Candice Michel to elect Tim Patterson as chair until January, 2017 meeting, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously. Motion made by Candice Michel to elect Skip Watwood as vice chair until January, 2017 meeting, motion seconded by Tim Patterson and Committee voted; the motion carried unanimously.**
- b. **AMF September Concerts Event Proposal** – Committee continued tabled discussion of funding AMF. All agreed it was a worthwhile event that attracts visitors to the area and could increase tourism in September. Wondered if AMF were to allow alcohol if sponsorship monies and donations would increase and for AMF to consider that option. **Motion made by Candice Michel to fund AMF on a one time basis \$2500 for their September 2017 concerts, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.** Matter forwarded to City Council.
- c. **American Road Magazine** – Committee reviewed online stats provided and wondered if the number of electronic clicks were worth the advertising print fees and how to determine if any of those clicks resulted in someone coming to Brookings to spend money. Suggested having campgrounds ask RV'ers how they discovered Brookings and if it was through print advertising.

No system in place to collect and evaluate such data. Chrissy Perry advised she could have that question added to the Sporthaven Beach RV Park registration form.

- d. **Mile x Mile Advertising** – Considered while discussing American Road Magazine stats. Committee decided not to take any action on print advertising at this time.
- e. **Dining Video RFP** – Committee reviewed the two RFP's and their qualifications. All thought the resumes of both were impressive. Candice thought XPlore Film being somewhat local, and having produced previous videos that were nicely done was a benefit, also that they had additional distribution areas available to broadcast the video. Could not review any film work by Eunice Goldstein. **Motion made by Candice Michel to recommend contracting with XPlore Film LLC for the dining video, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.** Committee decided to have Skip Watwood be the liaison with XPlore Film for video substance, goals and questions. Matter forwarded to City Council.

5. INFORMATIONAL ITEMS

- a. **Budget and Internet Hit Info** – reviewed expenses and internet hit info.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for June 16th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:32 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at June 16, 2016, meeting)

CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: June 16, 2016

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Budget

Background/Discussion:

The City Council has adopted the 2016-17 budget. The budget includes \$43,943 allocated for tourism promotion projects and activities. The City Council has already approved the following expenditures from the tourism promotion projects and activities budget:

- American Music Festival, \$2,500.
- Nature's Coastal Holiday Arches, \$2,363.
- VFW Fireworks, \$2,000.
- Rogue Relay, \$2,500.

Thus, \$34,580 remains available.

Staff recommends some general discussion by the TPAC concerning potential uses of these funds over the next 12 months. Staff has received an inquiry from Channel 5 as to whether the City is interested in a new television advertising program.



City of Brookings

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(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 turned into the City Recorder

Event Title: McVay Rock Open Completion Date: January 17, 2015Contact Person: Shane Stevens Phone: 541-302-2533

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

see attached sheet

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.**

see attached sheet

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: Michael R. Decker Dated: 6/5/16Organization: Southern Oregon Disc Golf Association

How was the funding used?

"Swag" (i.e. participants' T-shirts, discs, patch, player guide)	\$1540
Payout (to winning players in each division)	\$1030
Raffle prizes	\$690
Advertising	\$100
Signage	\$215
Sanctioning & fees to Professional Disc Golf Assoc.	\$350
Insurance	<u>\$75</u>
	\$4,000

The amount of money required to produce this event exceeded the \$4,000 granted by the City of Brookings. However, the money provided by Brookings helped give the Southern Oregon Disc Golf Association the leverage to obtain additional funds through donations and sponsorships from Anny Up Disc Golf, Curry Transfer & Recycling, Innova Disc Golf, In-Motion Graphics & Design, Les Schwab Tire Center, Redwood Memorial Chapel, Ron Cole, and Wild River Pizza.

Additional funding was also obtained through participants' entry fees, raffle income, and the sale of themed merchandise.

How many people attended the event? Approximately how many of those were from outside Curry County?

Per the documents submitted to the PDGA, 58 disc golfers, of all levels of experience, participated the McVay Rock Open. In addition, there was a full waiting list composed of those who had not submitted their application before the maximum number of golfers was reached. There were also several unregistered disc golfers who attended on the morning of the Open, hoping that a registered player would fail to arrive.

Three participants were from Brookings and fifteen were from elsewhere in Curry County.

Approximately two-thirds of the participants were from outside Curry County and included eleven from Crescent City, several from the Eureka area, some from Medford and Roseburg, a few from Cottage Grove and Eugene, a few from Klamath Falls and Redding, one from Seattle, and another from Idaho. There were also about 50 spectators, despite sometimes torrential rains.

TPAC EXPENSES FY 2015-16

2015-16	Contract Services	Operating Supplies	Training & Travel
	32-10-6090	32-10-6030	32-10-6120
BUDGETED	\$31,381	\$1,000	\$500
July	\$ (5,000) Coastal Christmas - Dec	\$ -	\$ -
	\$ (3,510) Natures Coastal Holiday Bells - Dec		
	\$ (3,500) Oktober Fest - Oct		
August	\$ (53) VC Restrooms	\$ -	\$ -
September	\$ (1,000) WR Coast Home School Conference - Oct	\$ (22)	\$ -
October	\$ -	\$ -	\$ -
November	\$ -	\$ -	\$ -
December	\$ -	\$ -	\$ -
January	\$ (4,000) Wild Rivers Festival - July - LOAN	\$ -	\$ -
	\$ (450) Curry Co. Cruisers - May		
February	\$ (2,500) Curry Coast Community Radio	\$ -	\$ -
April	\$ (3,000) Zwerkle Run - April - LOAN	\$ -	\$ -
	\$ (500) Xplore - OR Lifestyles Ad	\$ -	\$ -
	\$ (1,122) Oregon Coast Magazine	\$ -	\$ -
	\$ (943) American Road Magazine Advertising	\$ -	\$ -
May	\$ (2,000) VFW Fireworks	\$ -	\$ -
June			
*2015-16 Pending Allocated Funds	\$ (4,758) see breakdown below		
REMAINING FUNDS	-\$956	\$ 978	\$ 500

*2015-16 Pending Allocated \$ 2,500 Dining Promotion Video approved 1/2016 - contract pending
 Funds not yet funded \$ 2,258 BHHS CTE Program Drone approved 1/2016 - contract pending
 \$ 4,758

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos		Posted	Previous	Views								Total
				12/10/15	1/13/16	2/12/16	3/9/16	4/14/16	5/12/16	6/9/14	Views	
Apple Box Videos		4/21/14	Total									
Great Place to Live			2505	98	101	124	174	166	154	143	3,465	
Great Place to Visit			688	32	30	20	82	40	39	27	958	
Great Place to Go Camping			639	23	24	28	35	21	39	35	844	
Great Place for a Romantic Getaway			606	23	23	41	69	34	39	132	967	
Great Place to Bring Your Family			503	15	15	17	17	21	29	17	634	
KOBI Videos												
11/8/14												
Romantic Weekend			465	17	21	17	4	0	15	19	558	
Family Weekend			445	15	14	13	19	69	22	22	619	
Oregon Lifestyles												
11/21/14												
Brookings Episode			196	8	22	13	25	24	32	27	347	
Boardman State Park		4/25/16							97	64	161	
View Totals All Videos												
			6047	231	250	273	425	375	466	486	8,553	
Brookings Lifestyle views (not on City channel)												
			13031	575	661	514	1011	595	497	777	17,661	
Great Place for Romantic Getaway												
			31953	158	253	509	122	597	94	56	33,742	
Views on facebook			Shares	1449	0	7	15	4	17	2	NA *	1,494
			Likes	297	0	2	1	6	0	1		309
Samuel H. Boardman Video												
			Views						19,604	11,280	30,884	
Views on facebook			Shares						610	348	958	
			Likes						265	78	343	

*NA - data not available for this video on facebook at time of summary