

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, December 17, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. November 19, 2015

3. Public Comments

4. Action Items

- a. BHHS – DJI Phantom Student Proposal – Joe Moran
- b. Xplore Film Sponsorship Proposal – Gary Milliman
- c. Oregon Coast Visitor Guide – Gary Milliman
- d. Travel Oregon Bike Friendly Business Program – Gary Milliman
- e. Foodie Video – Candice Michel

5. Informational Items

- a. OktoberFest Event Evaluation
- b. OceaNetwork Home School Event Evaluation
- c. City Council action from December 14, 2015
- d. 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 – November 19, 2015

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood and Committee Chair Tim Patterson. Also present: Tony Baron, Parks Supervisor.

Absent: Committee member Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of August 20, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

None

4. ACTION ITEMS

- a. **Curry County Cruisers Car Show Event Proposal** – Jim Haggerty presented the event proposal for \$450, which would go toward the costs of T-shirts that they sell to promote local businesses and the event. Tim raised three concerns, 1) event is not in the off season; 2) does the event turn a profit and what does the group do with those monies, which Jim explained how the group donates back to Curry County charity organizations, and 3) not a new event that is struggling to get established. Bob thought the event accomplished the goals of bringing tourists, filling the hotels and spending money in the area. **Motion made by Skip Watwood to approve the request for \$450 for the Curry County Cruisers; motion seconded.** Tim did not feel the proposal met the goals of TPAC events. **Committee voted; four in favor, one opposed; the motion carried.** Matter forwarded to City Council.
- b. **2nd Annual Wild Rivers Music Festival Event Proposal** – Scott Graves presented event proposal for \$4000, reviewed last year's event and advised of the changes planned for this year, which includes changing the date to the fourth of July weekend, moving to the bandshell area, adding camping availability and changing the vendor format. Discussed option of providing money as a loan. **Motion made by Candice Michel to fund event \$4000; with \$2000 as a grant and \$2000 as a loan for the event, the loan assuming the event makes a profit; motion seconded and the committee voted; the motion carried unanimously.** Scott to discuss proposal with his board and will followup. Matter forwarded to City Council.
- c. **Travel Oregon Bike Friendly Business Program** – Committee reviewed Agenda Report and the benefits of "Bike Friendly" signs for businesses and Travel Oregon promotional abilities. **Motion made by Skip Watwood to approve the Travel Oregon Bike Friendly Business Program, no second. Motion made to table the matter until the next meeting; motion seconded and the committee voted; the motion carried unanimously.** Matter tabled to next meeting.
- d. **Travel Oregon Story Pages** – Committee reviewed Agenda Report. No financial impact other than Lauri's time. **Motion made by Candice Michel to approve story pages; motion seconded and the committee voted; the motion carried unanimously.**
- e. **Oregon Coast Mile by Mile Advertising** – Barbara Ciaramella received a billing for the costs totaling \$2243; she advised that the Port is willing to split the costs.
- f. **Brookings Brochure** – Barbara Ciaramella advised she is waiting to hear back from the State Parks and the County to see if they are interested in sharing costs of a brochure.

- g. Foodie Video** – Candice thought an RFP should go out and was unsure what the RFP specific outlines should be. Matter tabled for next meeting, Candice to work on details. Tony advised there are grant opportunities and if guidelines were to be established they could pursue grants.

5. INFORMATIONAL ITEMS

- a. Internet Hit Info** – Reviewed provided internet hit info.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for December 17th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:45 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at December 17, 2015 meeting)

Event Title: DJI Phantom Amount Requested \$ 2257.95

Event Description: DJI Phantom for Recording Establishing Shots for BHHS Student Projects,
ScenicTourist Locations, Local Event Promotional

Event Date/s: Various

Location: Various Location secured? Yes ☐ No ☐

Event Goals: Student Video Communication Certification , Student experience in
creating a Professional product, while advertising the beauty of our community.

Please explain how this event will
be sustained after the first year: As long as the CTE Course offering is offered at BHHS.

Sponsors/Investors: Brookings-Harbor High School

Income			Budget See Attachment		
Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	
	\$		Supplies	\$	
	\$			\$	
	\$			\$	
TOTAL	\$		TOTAL	\$	

Methodology for evaluating events success in
terms of bringing visitors to the Brookings area: _____

Contact Person: Joe Morin Phone: 541 469 2108 ext 4311

Organization: Brookings Harbor High CTE Program Address: Pioneer Street 625

If more space is required please attach additional pages

**DJI Phantom for Recording Establishing Shots for
BHHS Student Projects, Scenic Tourist Locations, Local Event Promotional**

DJI Phantom 3 Professional Quadcopter with 4K Camera and 3-Axis Gimbal

B&H # DJP3P MFR # CP.PT.000181

Gimbal Stabilized 4K Camera

Camera Takes 12MP Still Photos

720p HD App-Based Monitoring

Gimbal Control Dials on Transmitter

Quantity 1 \$1,258.00

DJI Phantom 3 Intelligent Flight Battery - 4480mah - 23 Minute Flying Time - For the Phantom 3 Professional and Phantom 3 Advance

Quantity 2 \$138.99 \$277.98

SanDisk Ultra 64GB microSDXC UHS-I Card with Adapter, Grey/Red, Standard Packaging (SDSQUNC-064G-GN6MA)

Quantity 4 at \$22 \$88.00

DJI Phantom 3 – Hardshell Backpack CP.PT.000239

Quantity 1 \$149.00

PolarPro DJI Phantom 3 Filter 3-Pack

Quantity 1 \$69.99

iPad mini 4

Quantity 1 \$399.00

[Apple MFi Certified] Anker 1ft / 0.3m Extra Short Tangle-Free Lightning to USB Cable with Ultra Compact Connector Head for iPhone, iPod and iPad (Black)

Quantity 2 at \$7.99 \$15.98

Total \$2257.95

Subject: FW: winter segment idea

From: Terri-Lynn Kalhagen [mailto:terri Lynn@xplorefilm.com]

Sent: Monday, December 07, 2015 12:23 PM

To: Gary Milliman

Subject: winter segment idea

Happy Holidays Gary

We have an idea for a winter segment for our "Oregon Lifestyles" show. We want to entice people to visit Brookings in the winter and have room in one of our coastal shows for a 5 minute segment.

Would you be interested in being a sponsor for this segment? These winter segments have become quite popular over the last 12 years since we have been producing tourism shows.

Our show has expanded and now airs on television stations in Portland, Eugene, Ashland, Medford, Grants Pass, however, most views come from online through Google searches and Youtube nowadays.

Offer.....

\$500 sponsorship "Brought to you by the City of Brookings" or whatever you would like it to say.

Anyway just an idea to expose Brookings in our show that keeps growing. BTW we are now Xplore Film, no longer Makai Ohana Productions. And we just purchased our first drone. Tony says I will be the pilot...I'm scared and excited.

Please let me know yes or no.

Terri-Lynn Kalhagen

Producer & Host

Xplore Film LLC

Video Portraits & Distribution

Video Changes the World

www.xplorefilm.com

Subscribe to our Youtube page here [Xplore Film Youtube](#)

1509 N.E. 10th Ave. #102

Portland, Oregon 97232 U.S.A.

terri Lynn@xplorefilm.com

+1 (541) 247-0625

Watch on [YouTube](#)

Follow on [Twitter](#)

Gary Milliman

From: Terra Moreland
Sent: Friday, December 04, 2015 2:00 PM
To: Gary Milliman
Subject: RE: Editorial received in Oregon Coast Visitor Guide
Attachments: Brookings - 2016 TO & OCVA.PDF

Hi Gary ~

Thank you for following up with me and for all that insight.

Events do a great job of bringing economic development and big groups to an area so I'm glad to hear you guys are doing that and it's working well.

I would be curious to learn more regarding what it is the TPAC liked about the Mile-by-Mile guide and what made them recommend that. It is a great guide and actually very different from what we produce. Which of course is why I would love your insight on what TPAC liked about it.

Best I can quickly asses is the [Mile-by-Mile guide](#) is distributed all along the coast for on-the-ground visitors. The [Oregon Coast Visitor Guide](#) is 60% mailed out to direct request, before the visitor travels, in order to help them with the planning phase of their trip. We then distribute the remaining 40% across visitor centers (i.e. Brookings Welcome Center), hotels and major attractions all along the coast (to also capture that on-the-ground visitor), through Travel Oregon and of course to any of our advertisers who want to carry it.

Attached is a proposal I have put together with recommendations for helping to promote **Brookings as a visitor destination**. Hopefully everything you need is in there, but if any questions come up, I would love the chance to address those and talk with you and TPAC more.

Thanks Gary!

Terra

From: Gary Milliman [mailto:gmilliman@brookings.or.us]
Sent: Wednesday, December 2, 2015 4:27 PM
To: Terra Moreland <terram@mediamerica.net>
Subject: RE: Editorial received in Oregon Coast Visitor Guide

The Brookings Harbor Chamber of Commerce is currently operating with an interim volunteer Manager and a volunteer Board.

The City Council formed a Tourism Promotion Advisory Committee several years ago and all proposals are referred to this seven-member citizens committee which meets monthly. They have a \$37,000 annual budget and have focused their attention on providing financial support to special event organizers. The TPAC recently recommended purchasing advertising in the Oregon Coast Mile-by-Mile Guide. We do not have a staff member assigned to work on tourism promotion. All proposals can be submitted to me, and will be referred to TPAC for a recommendation to the City Council.

Gary Milliman
City Manager
City of Brookings
898 Elk Drive
Brookings, OR 97415

From: Terra Moreland [mailto:terram@mediamerica.net]
Sent: Wednesday, December 02, 2015 4:15 PM
To: gmilliman@brookings.or.us
Subject: RE: Editorial received in Oregon Coast Visitor Guide

Hi Gary ~

I know you're not necessarily the correct person to reach but in the past I have not had much luck with the Brookings Chamber of Commerce and I work on some projects that used to be part of Brookings marketing plan when Les Cohen was working for the Chamber.

Can you provide any insight into how to help Brookings with marketing to the visitor market? Who I should be in touch with? I know there have been a lot of changes since Les and now I can't quite pin-point the best contact.

Thanks so much!

Terra

From: Terra Moreland
Sent: Monday, November 23, 2015 12:56 PM
To: 'gmilliman@brookings.or.us' <gmilliman@brookings.or.us>
Subject: Editorial received in Oregon Coast Visitor Guide

Hi Gary ~

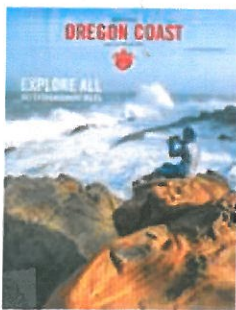
Please forgive me if I am not reaching out to the correct person. It's of course the crazy holiday season and I'm trying to connect with as many great businesses on the coast as possible regarding next year's visitor traffic.

You received editorial in our previous editions of the [Oregon Coast Visitor Guide](#) which is why I'm reaching out again now.

Through our partnership with [Travel Oregon](#), the state's official tourism promotions group, and the [Oregon Coast Visitors Association](#), the Coast's official tourism destination marketing organization, we are here to lend a hand to the business all up and down the coast. My goal is just to make sure you have what you need to keep visitors coming to City of Brookings, Oregon.

- If you haven't already, **check out all the FREE resources on Travel Oregon's Industry site:**
 - <http://industry.traveloregon.com/>

I am sending along information on the [Oregon Coast Visitor Guide](#), in case you had any interest in guaranteeing exposure for business to visitors in the 2016 edition.



We print 100,000 copies again in March 2016, which is when the invoice is sent out as well.

- ✓ Guides are mailed out to visitors who have directly requested a copy to help them plan their trip to the Oregon Coast.
- ✓ **42%** of those visitors state they plan to visit the coast **within 3 months** of receiving the guide, and are using it for planning purposes.
- ✓ **51.75% stay between 7-10 days**, while another 35.67% stay even longer

Deadline to reserve space is next Friday, Dec. 11th

Do you have any interest in considering this [print piece](#) or ThePeoplesCoast.com for your 2016 marketing program?



Terra Moreland

Senior Account Executive – MEdIAmerica / Travel Oregon
Associate Publisher – Discover Portland
Producer – Back of House Portland event

D – 503 445 8830 | M – 971 235 2146

E – terram@mediamerica.net



Brookings

2016 MEDIA PLAN
12.4.15



MEDIAMERICA

Print Ad

Publication Date

March 2016

Space Closing

December 11, 2015

Materials Due

December 18, 2015



2 examples of a
half page ad

Total Cost: \$1,950

100,000 copies

30%

Mailed to direct
requests

70%

Distributed at key,
high-traffic visitor
locations

Official

Visitor Guide of
the Oregon Coast



MEDIAMERICA

Web Stats

More than 2.6 million page views

34,905 visitors to the
Gold Beach City Page

In the past year there has been a...

24.19% increase in
overall traffic with an increase of
25.40% unique visitors*



Since joining OCVA more than two years ago, it has grown to be the best marketing decision I've made, especially online. When it comes to direct referrals to my website, they consistently rank in the top 2, often with more than twice the number of referrals as the #3 referring site. It is really rare to find this kind of value for your marketing dollar.

— Jeff Hunter, Harborview Inn & RV Park (2013)

*Comparing July 1, 2014 – June 30, 2015 to July 1, 2013 – June 30, 2014.



Web Ads

With more than **650,000** visitors checking out the **Official Oregon Coast website**, your advertising message will be in front of future visitors at this crucial stage in their planning process while they decide where to go and what to do.

Traffic by region:

90% USA

39% Oregon

20% Washington

12% California

7% Canada

3% Other International



➡ Ad on City Page | \$225/qt

➡ Ad on ALL Activity Pages | \$25/qt

Total Cost: \$800 NET (if you participate for the full year)



Brookings

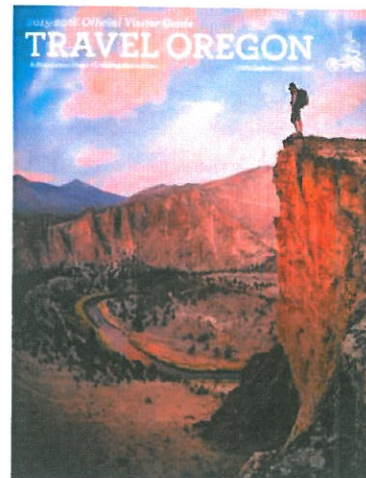
2016 MEDIA PLAN
12.4.15



MEDIAmerica

The Stats

- 57.11% state the guide was very helpful in planning their trip to OR.
- 67% state visiting multiple times a year
- 66.67% stay between 4-14 days each visit
- 33% are new visitors coming for the first time



Reader comments:

It had a ton of great ideas for places to visit — we went to so many of them! Love the layout!

Gave me new ideas on places to go and things to do.



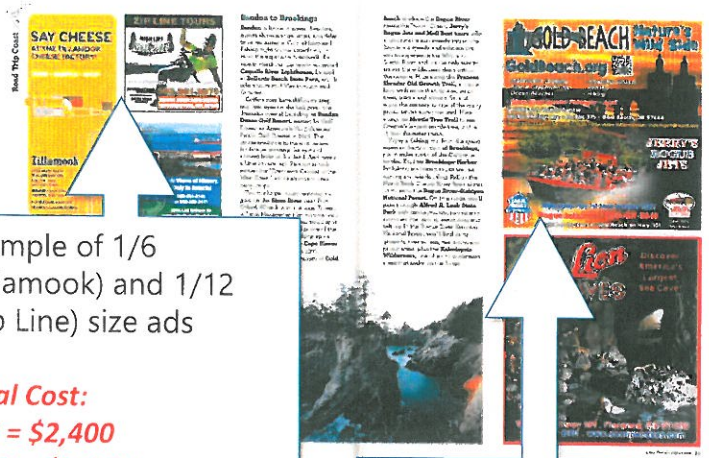
MEDIAmerica

Print Ad

Publication Date
March 2016

Space Closing
January 8, 2016

Materials Due
January 29, 2016



Example of 1/6
(Tillamook) and 1/12
(Zip Line) size ads

Total Cost:
1/6 = \$2,400
1/12 = \$1,250

Example of a
1/3 Horizontal Ad
Total Cost: \$3,900

300,000 copies

62%

At key visitor and
high traffic
locations

23%

Targeted outside
of Oregon

15%

Mailed to direct
requests



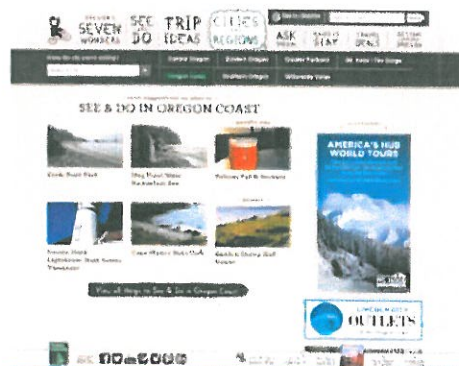
MEDIA America

Web Ads – TravelOregon.com

The first point of contact for the state's \$5.2 million marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

2.6 million unique users = 9.3 million page views*

- VR Intuitive | \$40/ 1,000 visitor impressions
- VR ROS | \$20/ 1,000 visitor impressions
- Text Ad Intuitive | \$10/ 1,000 visitor imp
- Text Ad ROS | \$5/ 1,000 visitor impressions



Total Cost:

We literally can work with any budget; from \$5 to \$5,000.



MEDIA America

Welcome Center Program

Display your brochure or visitor guide at one or more of the eight Oregon Welcome Centers at high-traffic gateways to the state!

NEW Online application and payment System

Put your placement on hold now and *officially* sign up January 2016 using the online sign-up form.

PAYMENT: Your payment must be received by April 24, 2016 for guaranteed placement! Payment for the full program rate must be received before your brochures will be accepted into the Welcome Centers.



Small Business 5-8 Centers + PDX | \$750

PDF online at TravelOregon.com | \$50

Total Cost: \$800 NET



MEP America



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 turned into the City Recorder

Event Title: Brookings 1st Annual Oktoberfest Completion Date: 10/10/15
Contact Person: Aly Carr Frederick Phone: 541 661 3586

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. In a nutshell, mugs, Tents, music, attractions, beer

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.

We sold 426 mugs - we estimate 80 people not including children, didn't buy mugs - Approximately 40% of the attendees were from out of the area. The rain hindered travel, and next year we will do it earlier to help avoid the rain issue

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: 11/15/15

Organization: Brookings Oktoberfest

Expense by Category

[illegible]



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 turned into the City Recorder

Event Title: Southern Oregon Coast Home School Conference Completion Date: 10-10-15

Contact Person: Ed and Linda Schreiber Phone: 541-469-9850

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

Purchased Radio Spots with 2 radio stations. The Dove-Radio, out of Medford, ran a 30 second public announcement six times a day beginning on Sept. 14th and running through Sept. 30th for a total of 90 spots. The cost was \$600.

Lighthouse Radio of Coos Bay ran the same 30 second public announcement from Sept. 14 - Sept 30th for a total of 65 spots for \$250.

A postcard mailing was mailed to 235 families in Jackson, Josephine, Douglas, Coos, Klamath & Curry Counties. The cost of the postcard was \$193⁰⁰.

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.

66 people attended the event (42 adults and 24 teens and children).

Approximately 37 were from outside Curry County, or approximately 57%.

Adults were asked to record how they heard about the event (they could record more than one option).

10 adults heard about the event through their local homeschool support group.

12 adults heard about the event through a friend.

14 adults heard about the event through the postcard mailing.

14 adults heard about the event through OCEANetwork, the state homeschool organization.

3 adults heard about the event from a friend.

+ 3 heard through the radio.

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: Joyce Padilla Dated: 10/16/15

Organization: OCEANetwork

Nov. 10, 2015

Dear Brookings Tourism Committee,

Thank you again for helping to promote the Southern Oregon Coast Home School Conference on October 10th.

With the \$1,000 in funds provided, we were able to promote the event (and Brookings as a destination) by radio and direct mail in Coos, Josephine and Jackson counties in Oregon, as well as Siskiyou County in California.

We chose to use two Christian radio groups...Lighthouse Radio in Coos Bay and Gold Beach, and The Dove, with broadcast transmitters (or translators) covering Medford, Ashland, Grants Pass, Cave Junction and Yreka.

Using our non-profit status and generous extra spots provided by the stations, we were able to air 155 30-second announcements for an investment of \$850.00 (about \$5.48/announcement). In addition, free public service announcements were made by stations in Del Norte and Humboldt counties.

In addition, we used the remaining \$150.00 to help pay for direct mail to 235 known homeschool families throughout southern Oregon. Promotional flyers were also sent to 35 public libraries in southern Oregon and northwest California.

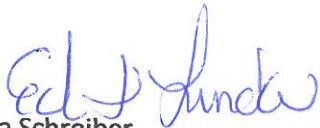
Our attendance for this first-time event was lower than anticipated...66 participants total. The bad weather on the weekend of the event might have been a factor for some non-attendees. Saturday youth sports might have kept potential attendees from making the trip to Brookings. The start of elk hunting season was mentioned as a possible reason for lower turnout.

Attendees reported lodging at Wild Rivers Motor Lodge, Harbor Inn Motel, and Ocean Suites Motel. We also know that some families used vacation rental and camping options.

Attached you will find the radio copy used. You may contact me if you would like a digital copy of the actual announcement.

Thank you again for your support of our event. We are confident that the advertising effort reached hundreds of out-of-town families and that the idea of 'Come to Brookings' was efficiently promoted.

Sincerely,



Ed and Linda Schreiber
Event Hosts

TPAC EXPENSES FY 2015-16

2015-16	Operating Supplies	Contract Services	Training & Travel
	32-10-6030	32-10-6090	32-10-6120
BUDGETED	\$1,000	\$31,381 *	\$500
July	\$0	-\$5,000 Coastal Christmas	\$0
	\$0	-\$3,510 Natures Coastal Holiday Bells	\$0
	\$0	-\$3,500 Oktober Fest	\$0
August	\$0	-\$53 VC Restrooms	\$0
September	-\$22	-\$1,000 WR Coast Home School Conference	\$0
October	\$0	\$0	\$0
November	\$0	\$0	\$0
December			
January			
February			
March			
April			
May			
June			
REMAINING FUNDS	\$978	\$18,318	\$500

Additonal events
 allocated not yet
 funded:

\$ 2,500 Curry Coast Community Radio
 (Allocation contingent upon their reaching goal of \$18,000)

*Budget accounts corrected 11/2015, had incorrect starting balance for Contract Services
 Events funded In 7-2015 were budgeted out of 32-10-6060

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos		Posted	Previous	ACTUAL Views									Total
Apple Box Videos		4/21/14	Total	6/10/15	7/8/15	8/11/15	9/10/15	10/9/15	11/12/15	12/10/15	Views		
Great Place to Live			1488	163	204	253	212	121	64	98	2603		
Great Place to Visit			415	47	56	66	46	34	24	32	720		
Great Place to Go Camping			346	34	67	51	52	33	56	23	662		
Great Place for a Romantic Getaway			340	52	44	57	53	34	26	23	629		
Great Place to Bring Your Family			373	22	23	30	31	14	10	15	518		
KOBI Videos													
		11/8/14											
Family Weekend			295	23	31	37	32	27	20	17	482		
Romantic Weekend			302	27	28	31	25	26	6	15	460		
Oregon Lifestyles													
		11/21/14											
Brookings Episode			129	14	10	19	15	3	6	8	204		
View Totals All Videos													
			3688	382	463	544	466	292	212	231	6278		
Brookings Lifestyle views (not on City channel)			8117	648	359	822	1027	1087	971	575	13606		
Great Place for Romantic Getaway													
			14413	187	1603	254	169	8409	6918	158	32111		
Views on facebook			882	1	42	4	0	340	180	0	1449		
			NT	NT	NT	206	1	45	45	0	297		

Views
Shares
Likes