

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, January 15, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. December 18, 2014

3. Public Comments

4. Action Items

- a. Rob Spooner – Mile by Mile Guide
- b. Julie Schmelzer – Curry County Director of Economic Development
- c. Reallocate Event Tent Budget
- c. Brookings Brochure – continued discussion

5. Informational Items

- a. Community Coastal Christmas Event Evaluation Report
- b. TPAC 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 – December 18, 2014

CALL TO ORDER

Meeting called to order at 4:08 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood, Joe Willett, Chair Tim Patterson. *Also present:* City Manager Gary Milliman

2. APPROVAL OF MINUTES

Motion made to approve the minutes of November 20, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENT - None

4. ACTION ITEMS

a. Brookings Brochure – Gary provided information he had collected on brochure costs concerning printing, pricing and distribution and previous experience he has had with brochures. He advised that the chamber is getting ready to order 20,000 2015 map brochures. Questions that need to be considered: does the city want to fully fund the brochure or partner with other sponsors or the Chamber. Is 20,000 the right number to print, who produces/designer? Believes trend is moving away from fully printed brochures to rack cards directing people to websites. Barbara presented pricing information she had obtained from The Pilot and the Newport News. Barbara invited Rob Spooner, publisher of the Mile by Mile publication and Julie Schmelzer from Curry County for the January meeting. Gary advised that in the current budget there is no allocation for print advertising and if going to pursue a Brookings brochure they would need to request the City Council reallocate money from the Event Tent, which is no longer being pursued. Barbara suggested committee members review the pricing material she provided and asked members to email her questions they had. Joe Willett advised he is not in favor of brochures and suggested other promotional items be distributed. Barbara provided latest update on Crissey Field, Gary advised the City Council has sent a letter of support in keeping Crissey Field open year around. Discussion on brochures continued to January.

5. INFORMATIONAL ITEMS

a. TPAC Budget, Transient Tax and Internet Hit Info – Gary provided a summary of YouTube Video hits. He advised that Curry County is creating a tourism website and new county Administrator Services Director, Julie Schmelzer had requested permission to use the City's videos on their website. Barbara advised that Julie had also been in contact with her for permission to use the city videos on the JumboTron at the Cape Blanco country concert next summer at no cost. Gary reviewed the Transient Occupancy Tax charts for the past year, committee wondered if the closing of the Brookings Inn was the reason for the decrease in bed tax collections in 2014, requested information on the number of rooms they had and the percentage they make up of the tax. Gary contacted Janell who advised that the Brookings Inn typically in July provided 30% of the bed taxes.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for January 15 at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:20 pm.

Respectfully submitted,

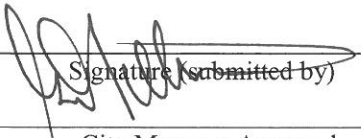
Tim Patterson, Chair

(approved at January 15, 2015 meeting)

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: January 15, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Discussion of print advertising with Oregon Coast Mile-by-Mile publisher.

Recommended Motion:
None.

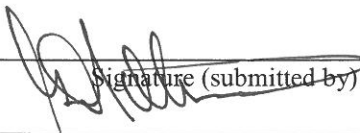
Financial Impact:
Undetermined at this time.

Background/Discussion:
At its December meeting, TPAC directed that this matter be placed on the January agenda.

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: January 15, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Meeting with Julie Schmelzer, Curry County Director of Economic Development and Administrative Services

Recommended Motion:
None

Financial Impact:
Unknown at this time.

Background/Discussion:

At its December meeting, TPAC directed that an item be placed on the January meeting agenda for discussion between TPAC and Julie Schmelzer, the Curry County Director of Economic Development and Administrative Services. Schmelzer is developing a proposal for the possible contract operation of the Crissey Field Visitor Center.

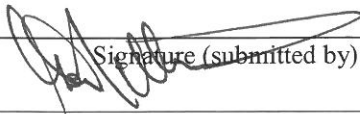
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: January 15, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Reallocation of Event Tent Funding

Recommended Motion:

Motion to recommend to the City Council that the \$10,000 in TOT revenues allocated for the Event Tent be reallocated for general promotional activity purposes, subject to specific TPAC recommendation and City Council approval.

Financial Impact:

No impact on the amount of overall funding allocated for tourism promotion.

Background/Discussion:

As recommended by TPAC, the City Council approved an allocation of \$10,000 in TOT funds for City participation in the purchase of an event tent. It appears that other prospective participants in this project, namely the Port of Brookings Harbor and the Brookings Harbor Chamber of Commerce, have declined participation.

At its December meeting, TPAC discussed making a recommendation to the City Council that the \$10,000 be reallocated for other promotional purposes. These funds could be shifted into one of the other allocation categories (i.e. Events) or could simply be designated for discretionary projects as other projects arise, such as the development of a promotional brochure.

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: January 15, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Tourism Promotion Brochure

Recommended Motion:
None.

Financial Impact:
If TPAC desires to proceed with this project, it will need to identify funding and make a budget allocation recommendation to the City Council.

Background/Discussion:
This matter was continued from the December TPAC meeting. See attached staff report from that meeting.

Attachment(s):
a. December TPAC Agenda Report

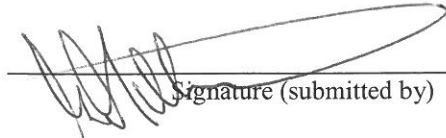
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: December 18, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Printed Brochure

Recommended Motion:

Discussion. If the TPAC wishes to pursue the development of a brochure, they should first request a budget amendment from the City Council as there is no budget for this project in the current fiscal year.

Background/Discussion:

There has been some discussion at TPAC concerning the development of a printed tourism brochure for Brookings. Barbara Ciaramella reported on a preliminary design and cost information at the last meeting. Distribution of the brochure was also discussed. Staff has completed additional research.

Certified Folder Display (CFD) is a national company that offers production and distribution of tourism brochures. Information about their programs is attached. They produce brochures and rack cards, print ads and other advertising materials. Rates are attached. CFD's primary business is in distribution of rack cards and brochures to hundreds of information racks located in visitor centers, motels, attractions and other locations. There are various levels of distribution that can be contracted-for; staff has not researched actual distribution costs.

Staff also contacted the company used by California Western Railroad...the Skunk Train...for brochure production. CWR contracts with Capital Graphics (CG) for the production of a six-panel fold-out brochure. All design work is done by a graphic artist in Fort Bragg. This past year, CWR paid \$6,000 for 125,000 brochures. (The cost for a similar brochure from CFD would be about \$4,700, including graphic design). CWR uses the brochures as a mailer, has them available at various locations in the Fort Bragg/Mendocino area, distributes them to visitor centers and "partner" tourist attractions along the Highway 101 corridor, and provides them to the Chamber of Commerce and individual motels for mailing; it is also used as a hand-out at trade/travel shows. They do not currently contract with CFD, but have in the past.

CG reports that many customers are shifting to either a rack card or "mini brochure" which contains basic information and a scanable icon that takes people to an electronic information site, like a website.

Brookings Harbor Chamber of Commerce President Arlis Steele was contacted and advises that they plan on updating the Brookings Harbor map brochure in June 2015. Steele said that Nova Print will begin selling ads and preparing the layout in January. Steele reports that in the new

map, events and attractions will be more prominent, the Brookings and the main areas of Harbor will be increased in size. They plan to order 10-20,000 brochures and reprint as needed. In my experience, it is common for brochures produced by a Chamber of Commerce, visitor bureau or City to be jointly funded by the agency and advertisers/sponsors.

Steele reports that the Chamber is also exploring a new map with a map cartoonist, and that the Redwood Map will include Brookings in its 2015 map.

At 20,000 brochures, the cost would be about 60 per cent less than 125,000.

Barbara Carimella is developing additional information which she will present at the meeting

So, there are really several pieces to a brochure program:

1. Who and where is the target audience?
2. What level of information do you want to provide in a brochure? Basic information on a rack card or a full brochure.
3. Quality?
4. Who will do the design work?
5. Who will print it?
6. How many copies?
7. How will it be used/distributed?
8. What's the budget?
9. Where do people call/email/website visit for follow-up?
10. Should the City develop its own brochure, or should we contract with the Chamber for an expanded map brochure? Use City funding to expand distribution of the Chamber brochure?


.Attachment(s):

- a. Certified Folder Display information
- b. Capital Graphics information.

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: January 15, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Community Coastal Christmas Event Evaluation Report

Recommended Motion:

Motion to refer the Community Coastal Christmas Event Evaluation Report to the City Council.

Background/Discussion:

The City granted funding to Community Coastal Christmas in connection with the downtown Christmas decoration and tree lighting event. The recipient entity is required to submit a post-event report. Attached is the report received from Community Coastal Christmas. Attendance estimates to not include an estimate of how many participants were from outside Curry County.

The City Council has directed that each Event Evaluation Report Form be submitted to them for review. This report will be placed on the January 26 City Council agenda.

Attachment(s):

- a. Community Coastal Christmas Event Evaluation Report.



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: Community Coastal Christmas Completion Date: January 4, 2015
Contact Person: Kathleen Breshears Phone: 541-412-0674

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

\$2867 - lighting for Trees on Chetco Ave

\$238 - Pilot Ads

\$17 - flyers - Pacific Rim Copiers - Most flyers we made and printed ourselves - About 600 pages.

\$68 - Elf merchant promotion

\$195 - Breakfast w/ Santa Visitors Center

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.

300? Breakfast w/ Santa

200? Christmas tree lighting & Santa Chats, "parade" Etc.

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: 1-5-15

Organization: Community Coastal Christmas in Brookings Harbor

TPAC EXPENSES FY 2014-15

	MEDIA TV	MEDIA Radio	Contract Services	Events	Travel	Operating Supplies	Other (Event Tent)
	32-10-6070		32-10-6090	32-10-6060	32-10-6120	32-10-6030	32-10-7020
BUDGETED	\$1,600.00	\$2,000.00	\$4,500.00	\$12,000.00	\$500.00	\$1,071.00	\$ 10,000
July	-\$825.00			-\$1,000.00 Writers Conf			
August	-\$860.00					-\$234.76	
September	-\$790.00					-\$609.12	
October				-\$3,500.00 Disc Golf Tourney	-\$12.00		
November		-\$532.00		-\$2,500.00 Central Bldg 100			
December				-\$5,500.00 Music Festival & Xmas			
January		-\$532.00					
February							
March							
April							
May							
June							
REMAINING FUNDS	-\$875.00	\$936.00	\$4,500.00	-\$500.00	\$488.00	\$227.12	\$ 10,000