

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, February 19, 2015 - 4:00pm**

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

### **1. Roll Call**

### **2. Approval of Minutes**

- a. January 15, 2015

### **3. Public Comments**

### **4. Action Items**

- a. Rob Spooner – Mile by Mile Guide
- b. Brookings Brochure – continued discussion

### **5. Informational Items**

- a. Event Tent reallocation
- 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 – January 15, 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. Chair Tim Patterson arrived @ 4:07

*Also present:* City Manager Gary Milliman, Julie Schmelzer, Curry County Director of Economic Development and Anna Krug, Harris Beach State Parks

*Absent:* Joe Willett

### 2. APPROVAL OF MINUTES

**Motion made to approve the minutes of December 18, 2014; motion seconded and Commission voted; the motion carried unanimously.**

### 3. PUBLIC COMMENT - None

### 4. ACTION ITEMS

- a. **Rob Spooner – Mile by Mile Guide** – unable to attend, continued to February meeting.
- b. **Julie Schmelzer – Curry County Director of Economic Development** – Julie discussed various tourism ideas for promoting Curry County from Langlois to Harbor.
  - Suggested making the county/cities more welcoming to Veterans to encourage tourism and their business.
  - Suggested each city create a unique mascot and invite artists to paint mascots differently and then display around town to create interest in the area. Langlois has chosen sheep. Candice suggested contact with the Pelican Bay Arts Association.
  - Julie is also the Brookings Airport Manager and it has been suggested to her by the Flying Club to have a green space/camp area at the airport for pilots, building/restroom/heating improvements, a tourism shuttle, visitor signs and information. Gary suggested the easement money the City is paying go towards the airport improvements.
  - Enhancing the Mt. Emily Bomb Site with more signage.
  - Has suggested different entities and uses for Crissey Field Welcome Center that is being closed for the season and is working with Oregon Parks & Recreation and Travel Oregon. The Chamber of Commerce if selected through Travel Oregon to operate the Welcome Center will be required to promote all businesses, not just chamber members.
- c. **Reallocate Event Tent Budget** – Gary reviewed allocating event tent funds. **Motion made to reallocate the \$10,000 event tent funds to a general use fund for TPAC projects; motion seconded and Commission voted; the motion carried unanimously.**
- d. **Brookings Brochure** - Barbara presented brochure, map and event rack card information to promote Brookings. Event rack cards with annual events were liked. Suggested after first year may partner with businesses for advertising to help pay for printing costs. Committee would like to keep costs under \$5000. Gary will get prices estimates for design and printing of rack cards.

### 5. INFORMATIONAL ITEMS

- a. **Community Coastal Christmas Event Evaluation Report** – committee reviewed evaluation report. Gary advised that an Event Proposal for the same event has been submitted for the upcoming year. He is planning a Christmas decorating meeting bringing together all the parties connected with this years' event in a few weeks. Bob wondered if the Disc Golf and Crab Festival were featured in the radio ads, Gary advised that Joe approves the ad content and did not know if those two events were on the list. Radio ads to be emailed to committee members.

**b. TPAC Budget and Internet Hit Info** – Gary provided update on the website internet hits, advising that the romantic getaway video is being viewed most often.

**c. Gary advised of term expirations** – Tim and Skip’s terms expire July 1, 2015, advised that if they would like to reapply to submit application to City Recorder.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for February 19 at 4:00 pm.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:25 pm.

Respectfully submitted,

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Tim Patterson, Chair  
(approved at February 19, 2015 meeting)

# CITY OF BROOKINGS

## TOURISM PROMOTION ADVISORY COMMITTEE

### AGENDA REPORT

Meeting Date: February 19, 2015

Originating Dept: City Manager

  
\_\_\_\_\_  
Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject: Rack Card Budget Information

Recommended Motion:

If the Committee wishes to move forward with the development of a rack card: Motion to recommend to the City Council that they allocate \$ \_\_\_\_\_ for the production and distribution of an event rack card and direct staff to assist in the development of the rack card as proposed by TPAC. If approved by the City Council, staff would then solicit proposals for the production and distribution of the rack card.

Financial Impact:

Depends upon selection of distribution options.

Background/Discussion:

Contact was made with Certified Folder Display concerning the production and distribution of a rack card similar to the Charleston rack card distributed at the January meeting. Following is the information obtained for budget purposes. This is for 50,000.

PRODUCTION

Design:	\$ 425.00
Production:	1,055.00
Shipping	619.00

TOTAL PRODUCTION COST: \$2,099. This does not include obtaining information on events, design review, securing art.

DISTRIBUTION OPTIONS AND COSTS

- Southern Oregon Coast; Sea Lion Caves-Brookings, 78 sites: \$150.40/month (\$1,804.80/yr).
- Fort Bragg –Crescent City (includes Avenue of the Giants), 153 sites: \$254.80/month (\$3,057.60/yr).
- San Rafael-Santa Rosa, 99 sites: \$208.00/month (\$2,496.00/yr).
- Medford/Ashland/Grants Pass, 66 sites: \$154.50/month (\$1,854.00/yr).

The annual distribution cost for covering the Oregon south coast, California north coast, and inland Jackson/Josephine County (297 sites) would be about \$6,716.40. All rates are based upon 12 months of distribution. Discounts would apply for multiple distribution lines.

The above does not include sending the rack card out with Chamber of Commerce mailings or distribution to local motels for inclusion in their mailings, or providing cards to state/regional tourism promotion organizations for use at travel shows.

**TPAC EXPENSES FY 2014-15**

	<b>MEDIA TV and RADIO</b>	<b>Contract Services</b>	<b>Events</b>	<b>Travel</b>	<b>Operating Supplies</b>	<b>Other</b>
	<b>32-10-6070</b>	<b>32-10-6090</b>	<b>32-10-6060</b>	<b>32-10-6120</b>	<b>32-10-6030</b>	<b>32-10-7020</b>
<b>BUDGETED</b>	<b>\$3,600.00</b>	<b>\$4,500.00</b>	<b>\$12,000.00</b>	<b>\$500.00</b>	<b>\$1,071.00</b>	<b>\$ 10,000</b>
July	-\$825.00 TV		-\$1,000.00 Writers Conf			
August	-\$860.00 TV				-\$234.76	
September	-\$790.00 TV				-\$609.12	
October			-\$3,500.00 Disc Golf Tourney	-\$12.00		
November	-\$532.00 Radio		-\$2,500.00 Central Bldg 100			
December			-\$5,500.00 Music Festival & Xmas			
January	-\$532.00 Radio					
February						
March						
April						
May						
June						
<b>REMAINING FUNDS</b>	<b>\$61.00</b>	<b>\$4,500.00</b>	<b>-\$500.00</b>	<b>\$488.00</b>	<b>\$227.12</b>	<b>\$ 10,000</b>

## SUMMARY OF YOUTUBE VIDEO VIEWS

### City of Brookings, Oregon - YouTube

YouTube Videos	Date Posted	Date/Total Views				New Views
<b><i>Apple Box Videos</i></b>	4/21/14	11/20/14	12/17/14	1/13/15	2/11/15	
Great Place to Live*		442	566	737	935	198
Great Place to Visit (See & Do)		152	169	197	266	69
Great Place to Go Camping		144	168	197	250	53
Great Place for a Romantic Getaway**		118	137	175	226	51
Great Place to Bring Your Family		200	223	236	303	67
<b><i>KOBI Videos</i></b>	11/8/14					
Family Weekend		169	189	216	234	18
Romantic Weekend		202	217	241	259	18
<b><i>Oregon Lifestyles</i></b>	11/21/14					
Brookings Episode			18	29	87	58
<b>Total</b>		1427	1687	2028	2473	445
<b>Lifestyle video</b> views on YouTube (other than on City's channel)			5159	5567	6216	649

\* Great Place to Live video opens on the City's YouTube page as a trailer and so plays anytime the page is viewed.

\*\*The Great Place for Romantic Video has received 9483 views for an increase of 893 views since its 1-6-15 posting on the City's facebook page, reaching an additional 1968 people since 1/13 (35872 total) and has been shared an additional 129 times (600 total shares).