

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

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

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

### **1. Roll Call**

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

- a. February 19, 2015

### **3. Public Comments**

### **4. Action Items**

- a. Curry Coast Community Radio Proposal
- b. Brookings Brochure – continued discussion
- c. Radio Ads
- d. Fireworks Funding Request

### **5. Informational Items**

- a. 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 – February 19, 2015**

**CALL TO ORDER**

Meeting called to order at 4:07 PM

**1. ROLL CALL**

*Present:* Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood, Joe Willett, Chair Tim Patterson

*Absent:* City Manager Gary Milliman

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of January 15, 2015; 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.
- b. **Brookings Brochure** – Barbara suggested going with Certified Folder Display that includes rack card design, production and shipping; committee did not want to commit to 50,000 the first year and suggested going with 25,000 so they do not become outdated if they have a calendar of events. Discussed distribution options, members wanted more time to decide which distribution areas to cover. **Motion made by Candice Michel to move forward with the development and production of 25,000 event rack cards, to recommend to City Council to allocate not more than \$5000 for their production and distribution, and to direct staff to assist in the development of the rack card; motion seconded and Commission voted, five ayes with Joe Willett abstaining; the motion carried.**

**5. INFORMATIONAL ITEMS**

- a. **Event Tent Reallocation** – City Council approved reallocation of the event tent funds as TPAC recommended. Tim advised that the Ports' Crab Festival was a success and well attended. They rented several tents for the event and will have to again next year.
- b. **TPAC Budget and Internet Hit Info** – reviewed budget and website internet hits. Joe advised the radio budget has been spent as of January. Joe commented that Brookings is not included in the Base Camp website and feels businesses in the area are missing a great opportunity. Tim questioned if the Chamber did get the contract to operate the Visitor Center, if it should be an issue with TPAC. Bob said yes, because they only support businesses that are members of the Chamber. Skip felt that most tourists use the internet to locate businesses and services and did not think it was an issue. Tim suggested TPAC hire a contractor to provide internet educational/ advertising assistance for businesses to get on social media networks for advertising themselves.

Barbara advised she recently visited a Eureka Visitor Center that has a new concept, as it is privately owned and paperless. They have a business selling drinks; businesses post calendars, flyers and posters, ipads are available for tourist use and one wall is all big screens.

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

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:04 pm.

Respectfully submitted,

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

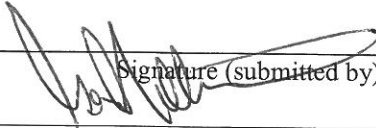
# CITY OF BROOKINGS

## TOURISM PROMOTION ADVISORY COMMITTEE

### AGENDA REPORT

Meeting Date: March 19, 2015

Originating Dept: City Manager

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

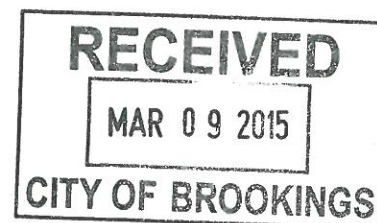
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There are four items on the agenda for action. Each item is summarized as follows:

1. **Curry Coast Community Radio Proposal.** Curry Coast Community Radio has requested \$5,000 for their capital campaign. Funds would be used to purchase equipment to enable the radio station to begin broadcasting.
2. **Brookings Brochure.** The TPAC recommendation for a \$5,000 allocation to fund the production and distribution of a rack card was considered by the City Council at their meeting of March 9. There was no motion to approve the recommendation. Council comments included:
  - a. If funding is to be used for a printed brochure, it should promote Brookings and not events.
  - b. An events card will be outdated as soon as it is printed.
  - c. The City should consider partnering with other organizations or individual businesses in producing a publication.'
3. **Radio Advertising.** We have received a proposal from Radio Medford to continue the City's radio advertising campaign through June at a cost of \$2,128.
4. **Fireworks Funding Request.** The local VFW has requested financial support from the City for the annual Fourth of July Fireworks display. This request was submitted to the City Council on March 9 and the Council indicated they would be willing to make a \$2,000 contribution to the event from Transient Occupancy Tax funds, but referred the matter to the TPAC for review and recommendation. Last year, the Council allocated \$1,000 in TOT funding for this purpose.



# Curry Coast Community Radio



March 9, 2015

Tourism Event Proposal  
Gary Milliman, City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, Oregon 97415

Dear Mr. Milliman,

Attached please find our proposal for a Tourism Event Incentive in support of our Capital Campaign. We look forward to working with the Tourism Promotion Advisory Committee to support their evaluation of this first time event.

We thank the City of Brookings for your consideration,

Sincerely,

Jan Barbas  
Board of Directors

<b>Event Title:</b> <u>Curry Coast Community Radio Capital Campaign</u>		<b>Amount Requested</b> <u>\$ 5,000.00</u>	
<b>Event Description:</b> <u>See Attached.</u>			
<b>Event Date/s:</b> <u>2-1-2015 to 6-1-2015</u>			
<b>Location:</b> <u>See Attached.</u>		<b>Location secured?</b> Yes <input type="checkbox"/> No <input type="checkbox"/>	
<b>Event Goals:</b> <u>See Attached.</u>			
<b>Please explain how this event will be sustained after the first year:</b> <u>See Attached.</u>			
<b>Sponsors/Investors:</b> <u>See Attached.</u>			
<b>Budget</b> <u>See Attached.</u>			
<b>Income</b>		<b>Expenses</b>	
<b>Fees Collected</b>	\$	<b>Facility/Venue Costs</b>	\$
<b>Admissions</b>	\$	<b>Insurance</b>	\$
<b>Concessions</b>	\$	<b>Advertising</b>	\$
	\$	<b>Supplies</b>	\$
	\$		\$
	\$		\$
<b>TOTAL</b>	\$	<b>TOTAL</b>	\$
<b>Methodology for evaluating events success in terms of bringing visitors to the Brookings area:</b> <u>See Attached.</u>			
<b>Contact Person:</b> <u>Jan Barbas</u>		<b>Phone:</b> <u>801-755-9067</u>	
<b>Organization:</b> <u>Curry Coast Community Radio, KCIW</u>		<b>Address:</b> <u>P.O.Box 565, Brookings, OR 97415</u>	
<b>If more space is required please attach additional pages</b>			

**Event Title:** Curry Coast Community Radio, KCIW, Capital Campaign. \$5000.00 Requested

**Event Description:** Curry Coast Community Radio is a 501c3 non-profit and is licensed by the FCC as KCIW, FM 100.7.

At present we are operating a website and a Facebook page. We produce podcasts. Podcasts are pre-recorded shows which may be streamed to a device on demand, or downloaded for later playback. Our podcasts are available on our website, [kciw.org](http://kciw.org), on Stitcher Radio, and on iTunes.

We market our podcasts on Facebook with paid advertising. We have two markets established on Facebook. One is for Curry County and reaches the approximately 17,000 Facebook users within 25 miles of Brookings, Port Orford and Gold Beach. The other reaches Curry county and also Facebook users within 25 miles of Grants Pass, Medford and Ashland, a total of about 100,000 users.

Consequently, we are able to reach potential listeners in the north county and in the valley with topical and timely information. For instance, with respect to the recent 100 Year Anniversary of the Central Building Celebration we were able to provide a series of informative and interesting podcasts along with timely weather information to potential visitors.

Our Capital Campaign is designed to enable us to get on the air.

**Location:** Curry Coast Community Radio expects to rent studio space in Brookings, within line of sight of the city's communication tower. We expect to house our broadcast equipment on the city's tower. This use was authorized in principle by the City Council and we are in the process of negotiating a Memorandum of Understanding with the City Manager and the City's contractor, Day Wireless. All facilities will be secure.

**Event Goals:** Once on the air, Curry Coast Community Radio will have capability to act as a concierge for visitors, supplying event calendar information, and in depth event, activities, and area attraction coverage. As well, we are actively developing relationships with stations in the valley and expect to run cross-promotional event coverage and public service announcements with valley stations.

Curry Coast Community Radio expects that as we become established our website, our on the air presence, and our cross-promotional capability will add powerful tourism value to Brookings. We expect to become a "go to" source for coastal information for visitors from the valley, with the ability to attract winter and shoulder season visitors to Brookings by pairing meaningful event coverage with up to date weather outlooks as events draw near. As well, we expect to entice visitors to longer stays by reaching them with interesting information on local attractions during their stay.

The Capital Campaign is designed to raise \$35,603 to enable us to purchase and install our studio and broadcast equipment. We expect to be on the air within 60 days of reaching our capital campaign goal.

**Sustainability:** Once on the air, Curry Coast Community Radio will use fund drives and grant applications to sustain and build the station. Initial Annual ongoing operations costs are estimated at approximately \$12,000/yr. This amount should be reasonably easy to raise with our potential audience of approximately 8000 local listeners (estimated population within reception range).

**Sponsors/Investors:** Curry Coast Community Radio began our Capital Campaign February 1 and has received \$2500.00 in checks and pledges as of March 1. Our expectation is that if approximately half

of our needs are met by the local community, we will be able to obtain grants for the rest of our budget.

In addition to our Capital Campaign, we have 12 Founding Members. Founding Members contribute a minimum of \$250 each to our operating fund.

**Budget:**

Transmission Subsystem:	\$5896.48
Production Studio:	\$814.12
On-Air Studio:	\$12,589.61
Studio Preparation:	\$6093.64
Technical Support:	\$10,210.00
Total:	\$35,603.86

**Methodology for evaluating event success in terms of bringing visitors to the Brookings area:**

The primary measures of success will be getting the station on the air and establishing our cross-promotional programs. It is assumed that our unique ability to consistently deliver in depth event information reach here in Brookings as well as in the valley and north county will improve tourist draw, especially coupled with up to date weather information.

Research conducted by Travel Oregon indicates that a large amount of our tourist business is repeat business from the valley, which supports our view. Additional day tourist draw from the north county is also expected.

Secondary measures of success will be derived from event polling, e.g. asking visitors how if they relied on us to get information about the event and if that information influenced their decision to attend. We will use comment cards at our event booths to gather such information. We may also use cards placed in hotel rooms to gather similar information.



## Gary Milliman

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**From:** Michele Mussio  
**Sent:** Wednesday, March 04, 2015 10:05 AM  
**To:** Gary Milliman  
**Subject:** RE: FW: Jan'15 radio commercial  
**Attachments:** City of Brookings- March-June'15 Proposal.pdf

Good morning Gary,

I hope you are doing well! I wanted to touch base with you regarding our radio campaign and see if there was any interest to continue? I've attached a proposal that is exactly the same as what we did before, airing commercials on our top 2 FM stations starting in March through June. It also includes the production of new commercials each month (as what we did before).

Please let me know your thoughts when you get the chance. Thanks so much Gary!

*michele*

**Michele Mussio**  
Local Sales Manager  
**Radio Medford-Grants Pass**  
"The Power of Local Radio"  
1438 Rossanley Drive, Medford OR, 97501  
**Ph: 541-779-1550**  
F: 541-776-2360



**KTMT FM • KBOY FM • KCMX FM • KAKT FM • KTMT AM • KCMX AM**

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**From:** Gary Milliman [mailto:gmilliman@brookings.or.us]  
**Sent:** Thursday, January 08, 2015 7:52 AM  
**To:** Michele Mussio  
**Subject:** FW: FW: Jan'15 radio commercial

See comments below.

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





## Partnership Proposal

Radio Medford will assist in creating a successful marketing campaign to promote the City of Brookings, by effectively reaching listeners who will respond to their effective message and make it top of mind and their destination for the weekend!

### March 2015 – June 2015 Schedule (2 consecutive weeks per month)

#### 105.1 "The Wolf"

- 12x M-F, 6a-7p
- 12x M-F, 7p-12m (\$0)
- 8x Sa-Su, 7a-7p (\$0)
- For a total of: 160 x commercials

#### Lite 102

- 10x M-F, 6a-7p
- 10x M-F, 7p-12m (\$0)
- 8x Sa-Su, 7a-7p (\$0)
- For a total of: 144 x commercials

#### Summary:

- 304 x commercials on 105.1 "The Wolf" and Lite 102

Investment: \$2,128

(will be split to \$532 per March, April, May and June 2015 )

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

THE CITY OF BROOKINGS


Schedule Description: FALL / WINTER 2014

Flight Dates: October 2014 – January 2015

From: Michele Mussio

Phone: (541) 779-1550

Email: [mmussio@radiomedford.com](mailto:mmussio@radiomedford.com)

	Time of the day commercials will air	Number of commercials	Length	Unit Rate	Total Cost
<b>Radio Total</b>		<b>304</b>		<b>\$7.00</b>	<b>\$2,128.00</b>
<b>KAKT-FM</b>		<b>160</b>		<b>\$7.80</b>	<b>\$1,248.00</b>
	Oct Week #1	20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
Oct Week #2		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
Nov Week #1		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
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	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
Dec Week #1		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
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	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
Jan Week #1		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00



KCMX-FM



		20		\$7.80	\$156.00
	Time of the day commercials will air	Number of commercials	Length	Unit Rate	Total Cost
	M-F 6A-7P	6	30	\$26.00	\$156.00
Jan Week #2	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
		<b>144</b>		<b>\$6.11</b>	<b>\$880.00</b>
Oct Week #1		18		\$6.11	\$110.00
	M-F 6A-7P	5	30	\$22.00	\$110.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	5	60	\$0.00	\$0.00
Oct Week #2		18		\$6.11	\$110.00
	M-F 6A-7P	5	30	\$22.00	\$110.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
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	M-F 7P-12M	5	60	\$0.00	\$0.00
Jan Week #2		18		\$6.11	\$110.00
	M-F 6A-7P	5	30	\$22.00	\$110.00



Sa-Su 7A-7P	8	30	\$0.00	\$0.00
Time of the day commercials will air	Number of commercials	Length	Unit Rate	Total Cost
M-F 7P-12M	5	60	\$0.00	\$0.00



VETERANS OF FOREIGN WARS OF THE U.S.  
CHARLES W. LINGARD MEMORIAL POST 966  
2015 July 4<sup>th</sup> Fireworks Committee  
P.O. Box 2475  
Brookings, Oregon 97415  
541-412-7214

Mr. Gary Milliman  
City of Brookings  
898 Elk Dr.  
Brookings, OR 97415

Feb. 23, 2015

Dear Mr. Milliman:

We are once again sponsoring the annual July 4<sup>th</sup> fireworks celebration at the Port of Brookings-Harbor. This year's show will be produced by Homeland Fireworks which is well known for their pyrotechnic displays. Homeland Fireworks has promised us a longer and more exciting show this year. However, we need your urgent help to make this event happen.

We need to raise \$10,000 by March 31 just to make a down payment on the show. If you can find room in your budget to include a fireworks donation, your contribution will help us toward our goal. This is an event the community looks forward to every year. As other communities have stopped their shows for lack of funding, it is even more imperative that we continue ours. You can help ensure that doesn't happen with your generous donation.

We would like to thank you for considering this opportunity to partner with our organization for the July 4<sup>th</sup> extravaganza. If you have any questions, please feel free to contact us at the address above or at [vfwpost966@gmail.com](mailto:vfwpost966@gmail.com). Thank you for your support.

Respectfully,

Frederick L. Bremer  
Chairman, 2015 July 4<sup>th</sup> Fireworks Committee



**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			-\$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	-\$532.00 Radio					
March						
April						
May						
June						
<b>REMAINING FUNDS</b>	\$354.00	\$4,500.00	<b>-\$500.00</b>	\$488.00	\$227.12	\$ 10,000