

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, April 16, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. March 19, 2015

3. Public Comments

4. Action Items

- a. Chetco Brewing Company OktoberFest Proposal – Alex Carr Fredericks
- b. Christmas Decorations Proposal
- c. Brookings Brochure

5. Informational Items

- a. Rob Spooner – Oregon Coast Magazine
- b. 100 Days of Summer – Barbara Ciaramella
- c. 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 – March 19, 2015

CALL TO ORDER

Meeting called to order at 4:10 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella , Emma Keskeny, Candice Michel, Bob Pieper (arrived 4:20), Chair Tim Patterson. Also present, City Manager Gary Milliman

Absent: Committee member Skip Watwood

Introduction of new committee member Emma Keskeny

Acceptance of resignation of committee member Joe Willett

2. APPROVAL OF MINUTES

Motion made to approve the minutes of February 19, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT - None

4. ACTION ITEMS

- a. **Curry Coast Community Radio Proposal** – Candice Michel recused herself from the discussion and voting. Jan Barbas presented the proposal for the Community Radio Capital Campaign requesting \$5000. They are a non-profit community radio seeking sponsors, investors and grants to deliver podcasts, visitor events, activities and calendar coverage, capable of reaching 8000 people that attracts tourists to our area. They need \$35,603 in funds to start up and have \$6,500 in pledges so far; goal is to be on air by August 1st. Committee asked questions and reviewed information provided. Cross promotional advertising possible with Ashland who has an established Community Radio program that is successful and also possible to share advertising with other radio stations that would also draw visitors to the area. They do not sell advertising or airtime. Committee asked if granting funds could be contingent upon their reaching a specified goal first and they indicated yes. Committee wanted to discuss other pending agenda items before moving forward with a recommendation.
- b. **Brookings Brochure** – Barbara is interested in pursuing a printed brochure as City Council suggested that will promote Brookings and she is willing to talk to other organizations and individual businesses in producing a publication. Brochure to contain map, list generic Brookings tourist locations and have QR code. Candice not sure the City Council is interested in putting money into printed material. Matter tabled, Gary to get price on 6-fold brochure and Barbara to contact possible sponsors for support.
- c. **Radio Ads** – Committee considered Radio Medford proposal. **Motion made by Barbara Ciaramella not to do additional radio advertising with Radio Medford; motion seconded and Committee voted; the motion carried unanimously.**
- d. **Fireworks Funding Request** – Gary presented the VFW request for fireworks. City Council willing to make a \$2000 contribution from the Transient Occupancy Tax funds if TPAC is agreeable. Committee discussed TPAC's original criteria for funding new events and promoting tourism and this event is not new, the hotels are already full for 4th of July, and does not meet the committee objectives. **Motion made by Emma Keskeny not to recommend use of TOT funds for the fireworks as it does not meet the criteria for bringing more tourists into the community and is not consistent with the purpose of promoting tourism; motion seconded and Committee voted, 3 in favor, Bob Pieper and Barbara Ciaramella opposed; the motion carried.**

Continued discussion on the funding of proposals - **Motion made by Tim Patterson to allocate \$5000 to the radio station if they reach a fundraising goal of \$18,000, \$2000 for a potential Brookings brochure, and allocation of \$2000 for fireworks in case City Council takes TOT funds which would leave \$1500 for future events; Emma Keskeny seconded. Emma Keskeny made a motion to amend the amounts to \$3500 for the radio station proposal, \$2500 for brochures, and allocate \$2000 for fireworks, leaving \$1500 for future events; motion to amend seconded.** Discussion pursued regarding allocating funds to certain items that may have to be changed in the future. **Motions withdrawn. Motion made by Tim Patterson to allocate \$5000 to the radio station; no second. Motion made by Barbara Ciaramella to allocate \$2500 to the radio station, contingent upon receiving a report that they have reached their funding goal sufficient to start operations, motion seconded and committee voted; three in favor, Tim Patterson opposed, Candice Michel recused; the motion carried.**

5. INFORMATIONAL ITEMS

a. TPAC Budget and Internet Hit Info – information reviewed.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for April 16 at 4:00 pm. Barbara interested in pursuing her 100 days of Summer and to provide information for next meeting agenda.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:51 pm.

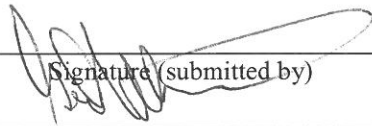
Respectfully submitted,

Tim Patterson, Chair
(approved at April 16, 2015 meeting)

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: April 16, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Request for funding from Chetco Brewing Company for Oktoberfest event

Recommended Motion:

If the Committee wishes to support this event: Motion to recommend that the City Council allocate \$ _____ in Transient Occupancy Tax funds to Chetco Brewing Company to assist in funding an Oktoberfest event on October 4, 2015.

Financial Impact:

Request is for \$3,500.

Background/Discussion:

Chetco Brewing Company has requested \$3,500 to assist in funding an Oktoberfest event on October 4, 2015, at the Century Plaza parking lot. Attached is the proposal. The total estimated revenues from admission fees and other fees is \$9,200. Total expenses are estimated at \$7,160.

Attachment(s):

- a. Event proposal

Event Title: Oktoberfest Amount Requested \$ 3500

Event Description: a festival modeled after Munich's Oktoberfest. Celebration of beer, traditional German dishes, music, vendors of crafts and games + contests - Think, "Feats of Strength!"

Event Date/s: OCTOBER 4, 2015

Location: Century Plaza Pkg Lot Location secured? Yes ☐ No ☒ ^{Almost}

Event Goals: To celebrate & tap in to the burgeoning Brewery Tourism industry and to begin putting Brookings on the OR map as a beer destination.

Please explain how this event will be sustained after the first year: tasting glass sales, vendor booth fees + contest entrance fees

Sponsors/Investors: Chetco Brewing Company, The Vista Pub

Budget					
Income			Expenses		
Fees Collected	\$	<u>1200</u>	Facility/Venue Costs	\$	<u>250</u>
Admissions	\$	<u>8000</u>	Insurance	\$	<u>250</u>
Concessions	\$	<u>(to the vendors)</u>	Advertising	\$	<u>500</u>
	\$		Supplies	\$	<u>400</u>
	\$		Souvenir glasses	\$	<u>2835</u>
	\$		Beer	\$	<u>2625</u>
	\$			\$	
TOTAL	\$	<u>9200</u>	TOTAL	\$	<u>7160</u>

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: number of attendees, & glasses sold. Each Beer Station will offer an email sign up sheet for folks wanting to be notified of next years dates. To notify people of the event, Chetco & The Vista Pub will be contacting their email/social media bases which stretch from Klamath to Portola

Contact Person: Alex Carr Frederick Phone: 541 661 3586

Organization: Chetco Brewing Co Address: 16883 Ydun Ln

Alex Carr-Frederick
Front Office

Brookings, OR 97415
(541) 661-3586

BigAl@chetcobrew.com



If more space is required please attach additional pages

RECEIVED

MAR 17 2015

Exhibit B

CITY OF BROOKINGS

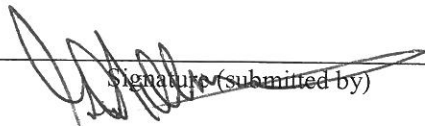
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: April 16, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Christmas Decoration Proposals

Financial Impact: Requests total \$12,113.

Background/Discussion:

Proposals for expanding the Nature's Coastal Holiday display at Azalea Park, rehabilitating the Brookings Bells and purchasing lights for decorating the downtown area have been received from Nature's Coastal Holiday and Coastal Christmas in Brookings Harbor. These proposals were presented to the City Council/Budget Committee on March 24, and the Council/Committee referred the proposals to TPAC for a recommendation. The Council/Committee indicated that any funding for these projects should come from Transient Occupancy Tax revenues.

Natures Coastal Holiday (NCH) is seeking about \$7,113 to fund two projects: 1) \$3,510 for rehabilitation of the older bell decorations that were on display in downtown Brookings some years ago and 2) \$3,603 for extending the annual display at Azalea Park to include a lighted tunnel between the snack shack and the Capella. Meanwhile, Coastal Christmas in Brookings Harbor (CCBH) is seeking \$5,000 to purchase strands of LED lights and battery packs for downtown trees.

CCBH proposes to decorate all of the City-owned ornamental trees along Chetco Avenue from the Bridge to 5th Street with the LED lights. They will also install garland on all of the light poles, install decorations at Bankus Park and trim the City tree at the pocket park. They will also be seeking permission from ODOT to install Christmas lights on the Chetco River Bridge.

NCH plans to expand the displays at Azalea Park, rehabilitate all of the flat lighted figurines, add several new displays including the lighted tunnel to the Capella, retrofit 15 of the old bell decorations and four whale decorations. They would like to install the bells at various locations within the park and along Chetco Avenue where electric power is available. The bells are large, about five-feet across and 10 feet tall. The lighted tunnel would be 55 feet long and would be comprised of 12 arch structures.

Attachment(s):

- a. Proposal from Coastal Christmas in Brookings Harbor.
- b. Bells proposal
- c. Avenue of the Arches proposal

Rec'd 1/8/2015

Event Title: Coastal Christmas in Brookings Harbor Amount Requested \$ 5000

Event Description: Decorate Downtown
for Christmas Downtown Activities & Events

Event Date/s: Dec 5th 2015 - Jan 5th 2015

Location: Chetco Ave Location secured? Yes ☐ No ☐

Event Goals: Decorate Downtown to give Tourist's reason to stop and stay awhile, & shop.

Please explain how this event will be sustained after the first year:

Light will be reused each year, & more community involvement each year.

Sponsors/Investors: 2014 - \$3500 was collected for Lights & Events

Budget

Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$ 500	
Concessions	\$	N/A	Advertising	\$ 500	
	\$		Supplies	\$ 1000	
	\$		Lights	\$ 3000	
	\$			\$	
TOTAL	\$		TOTAL	\$	

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

Contact Person: Kathleen Breshears Phone: 541-412-0674

Organization: Coastal Christmas in Brookings Harbor Address: ~~Chetco~~ 17892 Rainbow Rock Brookings Rel.

If more space is required please attach additional pages

Brookings Bells Proposal

Natures Coastal Holiday accepted the donation of 15 bell sculptures offered by the Chamber of Commerce this past November.

The Chambers' one wish was that, if possible, we somehow use the bells in a way that would help beautify the downtown Brookings area during the Christmas season. Our idea is to have them scattered about town in a similar manor as the Evergreen Bears currently are.

Originally, the bells were hung on power poles along downtown Hwy 101. Our modified design would allow the bells to be displayed at street level. Removing the pole mounting brackets and converting the bell structure to a three-legged tripod design will allow for several benefits.

City crew man-hours will not have to be utilized to mount the bells to power poles or building facades.

The bells are now much more versatile in where they can be placed. Likely areas include a side alcove storefront, a corner set back from the sidewalk, or a green-space. A close-by power source would be beneficial.

Being at street level, the bells may also be safer and more visually appealing to the passing motorist.

Natures Coastal Holiday would like to make the bells available to the downtown area merchants at little or no cost. With only 15 bells available, one idea may be to hold a drawing of business names that wish to be involved. NCH would arrange for transportation at the beginning and end of the season.

One special point of interest is that the bell shape itself is outlined with reflective silver garland, and RGB rope lights. This is NCH's first venture into the area of RGB lighting. Each bell would include a remote control. The user may select from a variety of colors, intensity, and lighting patterns.

A prototype bell will be available for inspection within 60 days.

NCH believes the Brookings Bells would compliment other downtown seasonal decorations. The merchants would benefit from the additional attraction. The entire concept would help promote tourism, thereby making the project costs eligible for funding from the transient tax fund.

Submitted 1-12-15

Klaus Gielisch

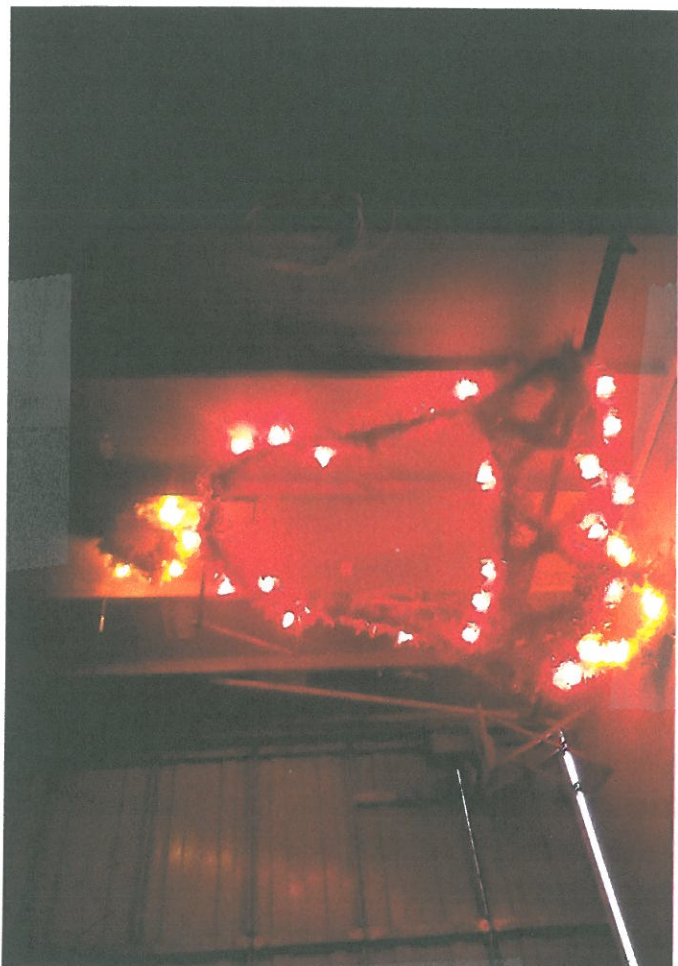
541-941-5599

Each bell is about 5 feet wide and 8 feet tall.

Remove existing garland and C9 bulbs	N/C
Remove pole hanger brackets from wire frame.	N/C
Reconfigure to a free standing tripod design	N/C
8 feet ½ inch steel rod for third leg	\$16.00
8 feet medium duty chain for stabilization	\$16.00
8 feet Gold 4 inch fine cut Glitter Glo garland (Clapper and hanger)	\$16.00
12 feet White 4 inch fine cut Glitter-Glo garland (The 3 X's)	\$24.00
25 feet Silver 6 inch Starburst regular cut garland (Bell outline)	\$65.00
8 feet Yellow led rope light (Clapper and hanger)	\$15.00
12 feet White led rope light (The 3 X's)	\$22.00
25 feet RGB LED rope light (Bell outline)	\$60.00

Total cost per bell	\$234.00

Total cost for 15 bells	\$3510.00



Avenue of the Arches

Natures Coastal Holidays' major mission is to light Azalea Park.

In prior years, the area between the snack shack and the Capella has not been illuminated at all. This past season a few lights were added in an attempt to alleviate the situation. This helped, but not by much.

The Capella is a very beautiful structure, and deserves to have further inclusion during the event. This project would light a major 55 foot portion of the walkway to the Capella.

The Avenue of Arches is a simple, yet graceful, structure of twelve arches spaced at 5 foot intervals. The arches are 8 feet high at apex, and 15 feet wide at ground level. This very open and wide design allows for an easy, un-crowded stroll beneath the arches.

Each arch will host 5 sets of 100-bulb Pure White LED Icicle lights. A total of 6,000 lights for the entire Avenue. Each string of 100 lights is individually computer controlled through wireless controllers. This allows for sequential light patterns and the capability to be synchronized to music. Additional LED light colors and controllers may be added in the future.

Although NCH had a fairly good season last year, the 5 days that we were shut down due to storms affected us very badly financially. This structure would greatly enhance the whole light show concept, and provide incentive to visit the Capella. For these reasons NCH believes that the Avenue of the Arches would help promote tourism, thereby making the project costs eligible for funding from the transient tax fund.

Submitted 1-12-15

Klaus Gielisch

541-941-5599

Avenue of the Arches Project

This project is designed to provide lighting along the walkway between the Snack Shack and the Capella.

12 arches 15 feet wide and 8 feet high. Spaced 5 feet apart.

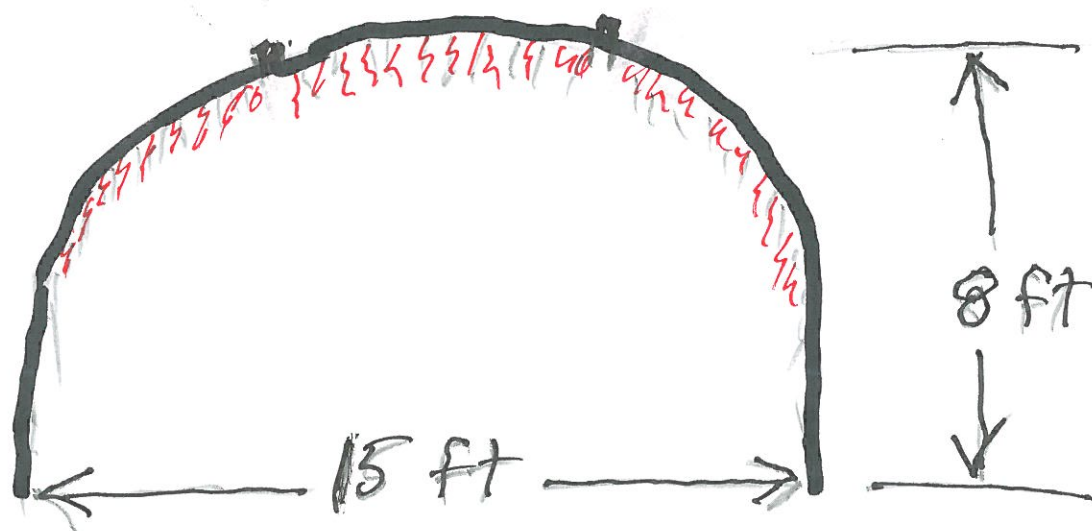
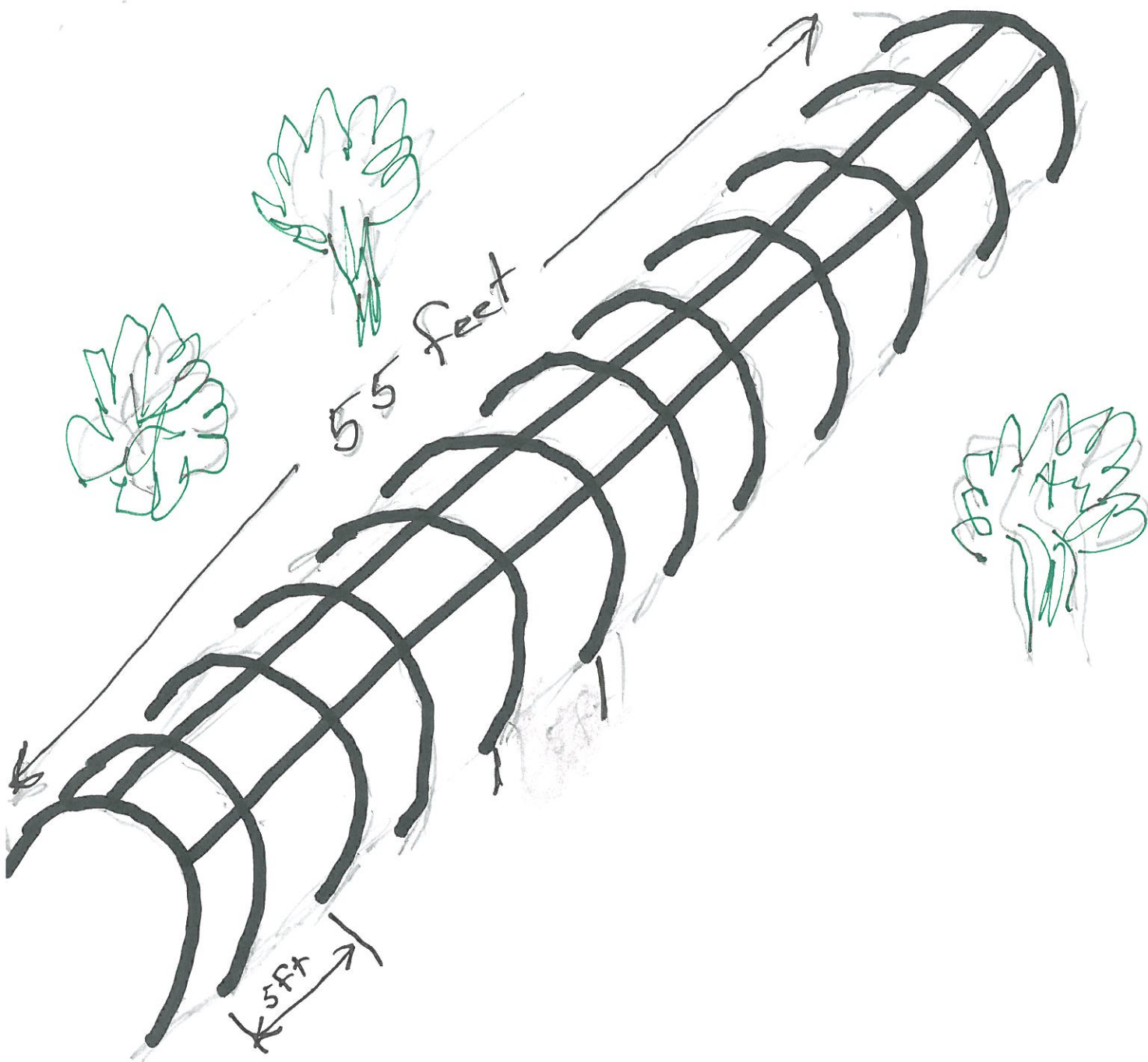
Entire structure will be 55 feet long.

Each arch consists of 1 inch schedule 40 PVC tubing

42 lengths 1 inch PVC tubing (10 feet length)	\$4.50 ea	\$189.00
24 ground rods (These anchor the ends of each arch)	\$6.00 ea	\$144.00
60 sets of Pure White Led Icicle lights	\$22.00 ea	\$1320.00
4 16 channel LOR controllers	\$390.00 ea	\$1560.00
1 set Wireless Link Transmitter and Receiver		\$250.00
Advanced Software Program & License		\$140.00

Total		\$3603.00





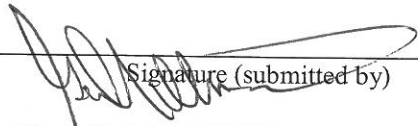
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: April 16, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Brookings Brochure

Recommended Motion:

If the TPAC wishes to proceed with this project: Motion to recommend to the City Council that they authorize staff to proceed with the development of a Brookings tourism promotion brochure with funding to be provided through the use of Transient Occupancy Tax revenues with a cost not to exceed \$ _____ for production and distribution.

Financial Impact: Depends on distribution option.

Background/Discussion: Staff has secured a quote from Certified Folder Display for the design and production of a 12-panel brochure (similar to the attached). This would be 12 x 18, two sided, full color, printed on 60# #3 gloss stock. 25,000 copies.

Design: \$1,450

Production: \$3,219

TOTAL: \$4,669

Distribution costs and options remain the same as the earlier rack card proposal as follows.

- 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 brochure out with Chamber of Commerce mailings or distribution to local motels for inclusion in their mailings, or providing brochures to state/regional tourism promotion organizations for use at travel shows.

Attachment(s):

- a. Sample brochure.

BAY REGION

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Vallejo

Adobe Creek Golf

Petaluma
10 miles

Pt. Reyes Petaluma Hill Road

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Marin French
Cheese
Factory

Marconi
State
Historical
Park

Olompali
State
Park

Gross Air Field
Air Tours

Mt.
Burdell

Stafford
Lake

Indian Valley
Golf

NOVATO

Hamilton Field

City of Novato Art Center

McInnis Park Golf

Marin Co.
Civic Center

China Camp
State Park

McNears
Beach

Lucas Valley Road

Nicasio

Sir Francis Drake

San Geronimo
Golf

San Anselmo

San Rafael

9 miles

Samuel
P. Taylor
Park

Point Reyes
Station

13 miles

Nicasio
Reservoir

Kent Lake

Alpine
Lake

Mill
Valley

Tiburon

Sausalito
Fishing Charters • Ferries
Helicopter Tours

Ang
Island

Windsurfing
Larkspur Ferry

San
Pablo
Bay

Black Point
Boat Launch

Stone Tree
Golf

Infinion Raceway
7 miles

121

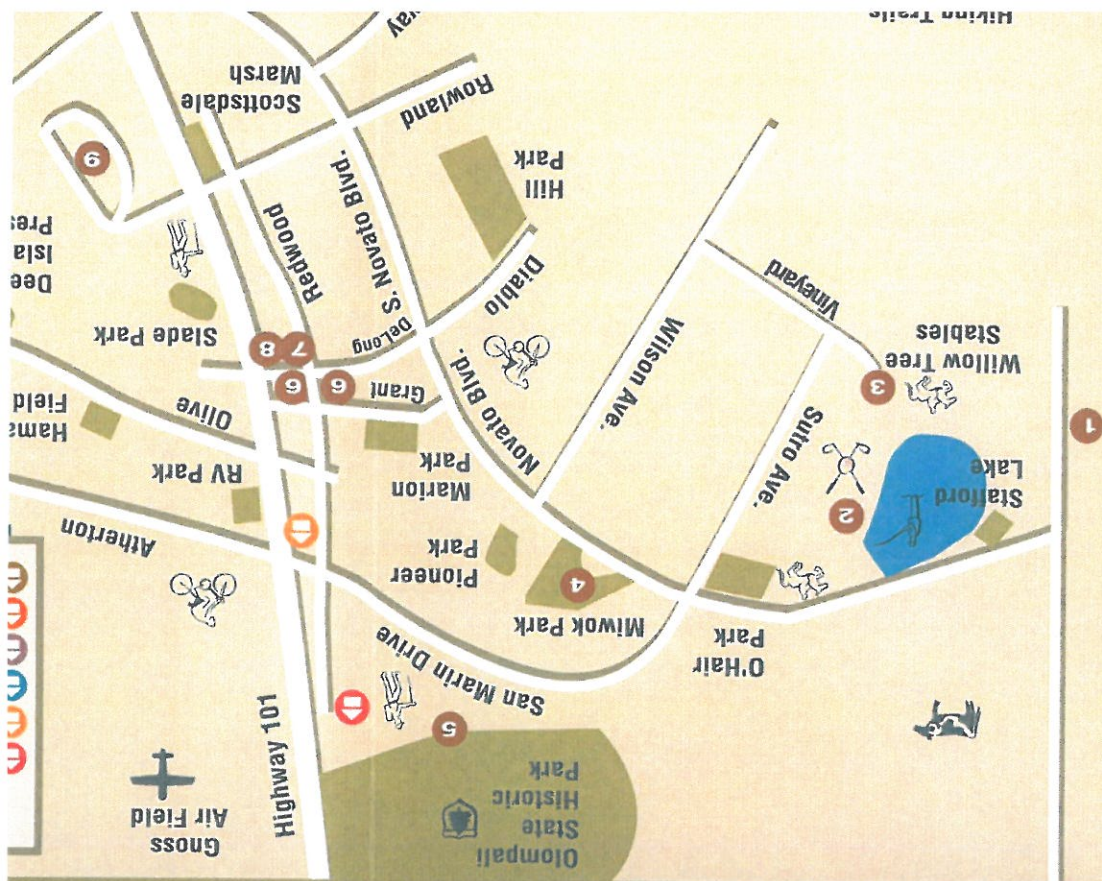
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580

17

101





Eat!



Play!



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IRA
most Weekends

rs Market -
n, April to September
(annually)

August

- July (annually)

rk - June to September

or Day Fireworks

eptember (annually)

& Events - December

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Novato, CA 94949
415-883-8950
Fax: 415-883-8960, marriott.com/sfonv

■ Days Inn *

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Novato, CA 94945
415-897-7111 or 1-800-DAYS INN
Fax: 415-897-8367, www.daysinn.com

■ Inn Marin *

250 Entrada Drive
Novato, CA 94949
415-883-5952 or 1-800-652-6565
Fax: 415-883-5058, www.innmarin.com

■ Econolodge Inn & Suites

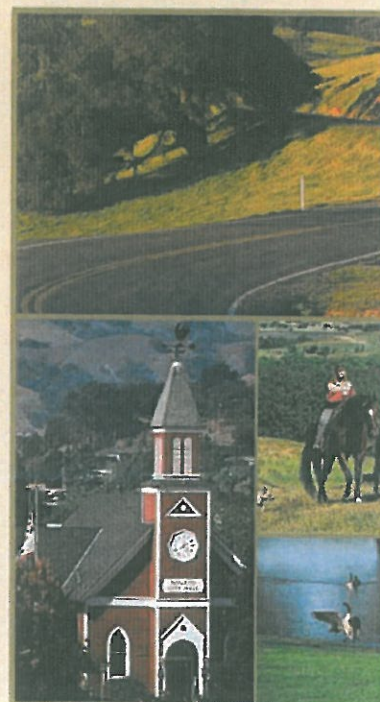
275 Alameda del Prado
Novato, CA 94949
415-883-2406
Fax: 415-883-3765

■ Travelodge

7600 Redwood Boulevard

NOVATO
MARIN COUNTY, CALIFORNIA

THE PLACE TO



TPAC EXPENSES FY 2014-15

	MEDIA TV and RADIO	Contract Services	Events	Travel	Operating Supplies	Other
	32-10-6070	32-10-6090	32-10-6060	32-10-6120	32-10-6030	32-10-7020
BUDGETED	\$3,600.00	\$4,500.00	\$12,000.00	\$500.00	\$1,071.00	\$ 10,000
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 & Coastal Xmas			
January	-\$532.00 Radio					
February	-\$532.00 Radio					
March						
April						
May						
June						
REMAINING FUNDS	\$354.00	\$4,500.00	-\$500.00	\$488.00	\$227.12	\$ 10,000

Monies allocated not yet funded:

\$2,500.00 Curry Coast Community Radio
 (Allocation contingent upon their reaching goal of \$18,000)
 \$2,500.00 Wild Rogue Relay
 (Allocated by City Council 8-11-2014)
 \$2,000.00 VFW - 4th of July Fireworks
 (Allocated by City Council 3-9-2015)

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos	Date Posted	Date/Total Views						New Views ⁴
		11/20/14	12/17/14	1/13/15	2/11/15	3/11/15	4/8/15	
Apple Box Videos	4/21/14	11/20/14	12/17/14	1/13/15	2/11/15	3/11/15	4/8/15	Views⁴
Great Place to Live		442	566	737	935	1089	1262	173
Great Place to Visit (See & Do) ²		152	169	197	266	309	352	43
Great Place to Go Camping ¹		144	168	197	250	297	328	31
Great Place for a Romantic Getaway ³		118	137	175	226	267	294	27
Great Place to Bring Your Family		200	223	236	303	328	351	23
KOBI Videos								
	11/8/14							
Family Weekend		169	189	216	234	251	265	14
Romantic Weekend		202	217	241	259	268	282	14
Oregon Lifestyles	11/21/14							
Brookings Episode			18	29	87	99	113	14
Total		1427	1687	2028	2473	2809	3134	325
Non-City YouTube Channel Brookings lifestyle video views			5159	5567	6216	6653	7215	562

¹You Tube Trailer from 3/11 to 4/7

²YouTube Trailer as of 4/8

³13,965 views and 873 shares on City's facebook page.

⁴New views since last report