

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, June 18, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. May 21, 2015

3. Public Comments

4. Action Items

- a. 541Run.com Event Proposal – Jon Carlson
- b. Bands, Brew & BBQ Event Proposal – Bruce Ellis
- c. Oregon Coast Mile By Mile Advertising – Barbara Ciaramella
- d. Brookings Brochure – Barbara Ciaramella
- e. Xplore Film Proposal – Gary Milliman

5. Informational Items

- a. Tourism Event Proposal Loans vs Grants – Tim Patterson
- b. Google Plus Page Advisory Services RFP – Tim Patterson
- 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 – May 21, 2015

CALL TO ORDER

Meeting called to order at 4:10 PM

1. ROLL CALL

Present: Committee members, Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood and Chair Tim Patterson. Also present, PW Admin Asst. Lauri Ziemer

Absent: Committee member Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of April 16, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT – None

4. ACTION ITEMS

- a. **541Run.com Event Proposal** – Jon Carlson advised that the event date has been changed to Sunday, October 4th and he is hoping for 400-600 people. Barbara suggested a theme run to attract runners to the event. Candice questioned if the event will bring out of town people to fill beds and requested Jon provide more information on projected income and expenses. Jon plans to promote the run on social media, at local events and to advertise for more exposure to draw people from other areas. **Motion made by Candice Michel to table the proposal until next month when Jon can provide more budget details; motion seconded and Committee voted; the motion carried unanimously.**
- b. **Participation in Brookings Harbor Chamber Map/Brochure** – Bob Pieper questioned if the Chamber would fulfill their obligation to create and finish the map/brochure as in the past they have not completed and/or participated in projects that were initiated. **Motion made by Skip Watwood to approve participation in the Brookings Harbor Chamber of Commerce 2015-17 map publication at a cost not to exceed \$595 utilizing Transient Occupancy Tax funds; motion seconded.** Discussion pursued, committee thought the map/brochure was redundant as the Pilot already produces a city map with advertisers, and wondered since the Chamber only allows Chamber members to advertise if it was discrimination to non-members businesses. Discussed why the Chamber submitted the proposal to City Council first and the short time frame provided. Discussed the QR Code and that the advertising is to direct tourist to City Hall and the City Website for visitor information and that the chamber map/brochure will go out in chamber relocation packets. Committee agreed the exposure was the ultimate goal. **Motion seconded and Committee voted; the motion carried unanimously.**
- c. **Brookings Brochure** – Rob Spooner from Oregon Coast Magazine advised the he would be able to help with the design of a straight forward brochure and suggested an eight panel, simple fold, 8.5 x 14" size that could be printed for @\$8000/40,000 copies. Committee discussed sharing the design and printing costs of the brochure four ways between the Chamber, Port, County and City and only have the brochure distributed locally, mailings and for conferences. **Motion made by Candice Michel to have Barbara Ciaramella pursue amassing information on a brochure and the possibilities of sharing costs; motion seconded and Committee voted; the motion carried unanimously.**

5. INFORMATIONAL ITEMS

- a. **Rob Spooner, Oregon Coast Magazine** - Rob Spooner from the Oregon Coast Magazine - Mile By Mile Guide advised that there is no print advertising for Brookings-Harbor in the guide

this year as the Chamber no longer advertises in the publication. The magazine still includes Brookings in the mile by mile descriptions and businesses still pay for their own advertising. The next guide will be published in February 2016 and a two page ad layout runs \$2200-2300. Candice suggested partnering with the Port and Barbara advised she was meeting with the port and would ask if they would be interested in partnering in the costs of a print ad for next year's publication. **Motion made by Candice Michel to have Barbara Ciaramella contact the Port to see if they are interested in sharing the expense for a print ad in next year's Mile by Mile Guide; motion seconded and Committee voted; the motion carried unanimously.**

- b. 2015-16 Promotion Proposals** – Committee reviewed the suggestions presented in the CAR and agreed the items worth considering. #1 - thought the previous videos were very good and reviewed the Internet Hit info provided in agenda packet. Thought some yearly events were worth making individual 60 second videos or possibly combining a 120 second video with two events. Would like more info. #2 – would like more info on costs. #3 – No. #4 – Yes. #5 – Yes. #6 – Yes, probably 5 & 6 could be combined. #7 – Yes, already doing with Chamber and Port and willing to consider partnering with other businesses.
- c. Google Plus Page Advisory Services** – Tim Patterson would like to continue this item for the next agenda to discuss Google-Plus page Advisory Services RFP which would assist business owners to establish a Google Plus page to help customers find their business on the internet.
- d. Tourism Grows Economy** – info reviewed, no discussion.
- e. Century Building Centennial Celebration Event Evaluation** – reviewed and appreciated that the event coordinators submitted the evaluation.
- f. Council Action on TPAC Recommendations** – no discussion.
- g. TPAC Budget and Internet Hit Info** – no discussion.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for June 18 at 4:00 pm. Tim would like to include a discussion on allowing Tourism event proposal funds to be loaned as opposed to granting.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 6:10 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at June 18, 2015 meeting)

TPAC Event App

Rec'd 4/13/15 h

Event Title: <u>541Run.com</u>		Amount Requested <u>\$ 1,500</u>	
Event Description: <u>Four running courses throughout Brookings and Harbor</u> <u>1 mile, 2 mile, 3.5, and 8 mile runs all on Fathers' Day June 21</u>			
Event Date/s: <u>Fathers' Day June 21 2015</u>			
Location: <u>Brookings and harbor</u>		Location secured? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Event Goals: <u>Increase tourism</u>			
Please explain how this event will be sustained after the first year: <u>The event will be promoted year round by the</u> <u>event's web site, 541Run. com</u>			
Sponsors/Investors: <u>Slugs 'n Stones 'n Ice Cream</u> <u>Zola's Pizzeria</u>			
Budget			
Income		Expenses	
1 mile	\$1.00	Facility/Venue Costs	\$
2 mile	\$10.00		
3.5 mile	\$15.00		
8 mile	\$20.00		
Concessions	\$	Insurance	\$ 280
	\$	Advertising	\$
	\$	Supplies	\$ 2,500
	\$		\$
	\$		\$
TOTAL	\$	TOTAL	\$ 2,780
Methodology for evaluating events success in terms of bringing visitors to the Brookings area: <u>Amount of ticket sales</u>			
Contact Person: <u>Jon Carlson</u>		Phone: <u>818-888-1869</u>	
Organization: _____		Address: <u>357 Gardner Ridge Rd</u>	
If more space is required please attach additional pages			

Event Title: Bands, Brew & BBQ Amount Requested \$1440⁰⁰/₁₀₀

Event Description: An event featuring local BBQ vendors live music, Beer garden, chili cook off and a Fundraiser for "A Carousel For Brookings"

Event Date/s: October 3, 2015 (Proceeds after expenses will go to "A Carousel For Brookings")

Location: Azalea Park Location secured? Yes ☐ No ☐

Event Goals: This one day event is designed to bring something to the community in the off season. Bring tourists in for the weekend and to hopefully raise some money for a good cause.

Please explain how this event will be sustained after the first year: The vendors & sponsors should take care of the minimal budget needed for this event.

Sponsors/Investors: Insider of S. O

Budget

Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	<u>Park</u> <u>\$76</u>	<u>concession stand</u> <u>\$77</u> <u>stage</u> <u>\$20 = \$173</u>
Admissions	\$		Insurance	\$ covered	
Concessions	\$		Advertising	\$ 1440 ⁰⁰ / ₁₀₀	
	\$		Supplies	\$	
	\$			\$	
	\$			\$	
TOTAL	\$		TOTAL	\$	

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

Contact Person: Bruce Ellis Phone: 541-251-4422

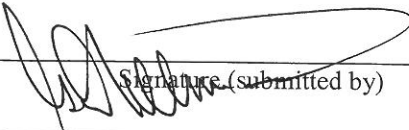
Organization: Insider of S. O Address: p.o. box 271 Brookings, OR

If more space is required please attach additional pages

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: June 18, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Proposal from Xplore Film

Recommended Motion:
Discussion only.

Financial Impact:

Depending upon the package selected:

- \$2,450 for single 3-7 minute video.
- \$6,400 for 3-7 minute video plus 2-5 featured topic videos
- \$4,999 for marketing (1,000 DVD's ready for sales)

Background/Discussion:

The City received the attached unsolicited proposal from Xplore Film (formerly Maki Ohana Productions) for a "video portrait" of the community using drone technology.

Attachment(s):

- a. Proposal from Xplore Film

Gary Milliman

From: Xplore Film
Sent: Tuesday, May 26, 2015 12:37 PM
To: gmilliman@brookings.or.us
Subject: Aerial film shoots of Brookings
Attachments: Package 1 Single video portrait Elite.pdf; Package 2 Multiple Video Portraits with DVD.pdf

Hi Gary,

Terri-Lynn and I are filming June 10th-17th on the south coast for this seasons Oregon Lifestyles.

We are now utilizing an Aerial drone / cinematographer and the footage has been stunning.

Here are two short clips from the past week...

Columbia River Gorge - <https://www.youtube.com/watch?v=pIgfhamRS5U>

Brookings Harbor and Del Norte - <https://www.youtube.com/watch?v=ACo5LUPyEH4>

I have attached two PDF's

One is for a single video and the other is for multiple videos. The multiple video package has the option of DVD manufacturing.

In addition to the show the videos are of course provided to you for your web site and social networking.

We are also extracting still photos from the aerial footage for you to use on your web site.

Terri-Lynn or myself will touch bases with you in the next few days to chat!

Hope all is well,

--

Tony Kalhagen
Director and Producer
Xplore Film - Oregon Lifestyles

1509 N.E. 10th Ave. #102
Portland, Oregon 97232 U.S.A.
+1 (541) 698-0618
www.XploreFilm.com

Watch on [YouTube](#)

Follow on [Twitter](#)

Like on [Facebook](#)

View on [Instagram](#)

Watch on [Tripfilms](#)

View on [Flickr](#)

[Live Music Performances](#)



Package 1 - Single Video Portrait

A. Production elements

- Pre-Production. Research. Scripting. Coaching of Spokesperson
- Produce a 3-7 minute video portrait in HD
- On air host
- Post production, editing, graphic design, titles, original music
- Produce (1) :15 second call to action commercial inserted before and after video portrait
- Document film shoot with still photography
- Deliver all files, photographs and raw footage to client on hard drive with the rights to use the footage for any purpose in perpetuity

B. Distribution elements

- During film shoot share photos and streaming video via Twitter, Facebook and Instagram
- Upload finished video portrait to YouTube and Trip Films and share on Twitter and Facebook.
- Insert video portrait into travel episode for television broadcast
- Provide YouTube link to client for social distribution and direct marketing
- Deliver video portrait files to clients web designer for insertion onto clients web site

Prices start at \$2,450*

*Additional fees including travel expenses may apply



Package 2 - Multiple Video Portraits

A. Production elements

- Pre-Production. Research. Scripting. Coaching of spokesperson
- Produce a 3-7 minute overview video portrait
- Produce 2-5 videos of featured topics which may include area attractions, dining, conference facilities and events, resort activities and spa.
- Post production, editing, graphic design, titles, original music
- Document film shoots with still photography
- Produce a :15 & :30 second open end TV commercial
- Produce a :15 & :30 second open end Radio ad
- Produce a playable DVD of finished video portrait for use as a looping video for lobbies, visitor center or mail outs. (10 DVD's total, no graphics or packaging)
- Deliver all files, photographs and raw video footage to client on hard drive with the rights to use the footage for any purpose in perpetuity

B. Distribution elements

- During film shoot share photos and streaming video via Twitter, Facebook and Instagram
- Upload finished video portrait to YouTube and Trip Films and share on Twitter and Facebook. Insert into travel episode for television broadcast
- Provide YouTube link to client for social distribution and direct marketing
- Deliver video portrait files to clients web designer for insertion onto clients web site

Prices start at \$6,400*

*Additional fees including travel expenses may apply

C. Marketing DVD Option - Manufacture 1,000 marketing / retail ready DVD's

- Author and encode video files to DVD
- Create master DVD disc
- Replicate DVD master - 1,000 units
- Design graphics for DVD case and on disc graphics utilizing still photography from film shoots and/or customer supplied graphics
- Write copy for DVD graphics
- Obtain and supply UPC bar code for retail sales
- Printing of full color wrap around DVD cover
- Full color on disc printing
- Poly shrink wrap
- Shipping to your location

Prices start at \$4,999.00*

*additional services include full color 2-16 page DVD inserts, copy protection on disc, additional DVD authoring services, color posters and many other manufacturing options to get your new film noticed.

RFP

1. Assist Brookings Merchants get listed on Yelp, Google Maps, Facebook, ??
2. Payment to be per merchant contract..
3. Independent Contractor.
4. Contract with each merchant (system to be developed by RFP contractor)
5. Three months program.
6. Payments monthly.
7. Renewal possible.
8. Resume and project theory part of proposal.
9. No cost to merchant.

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos	Posted	Date/Total Views							New Views ⁴
		11/20/14	1/13/15	2/11/15	3/11/15	4/8/15	5/14/15	6/10/15	
Apple Box Videos	4/21/14	11/20/14	1/13/15	2/11/15	3/11/15	4/8/15	5/14/15	6/10/15	163
Great Place to Live		442	737	935	1089	1262	1430	1593	
Great Place to Visit		152	197	266	309	352	415	462	47
Great Place to Go Camping ²		144	197	250	297	328	376	410	34
Great Place for a Romantic Getaway ³		118	175	226	267	294	340	392	52
Great Place to Bring Your Family		200	236	303	328	351	373	395	22
KOBI Videos 11/8/14									
Family Weekend		169	216	234	251	265	295	318	23
Romantic Weekend ¹		202	241	259	268	282	302	329	27
Oregon Lifestyles 11/21/14									
Brookings Episode			29	87	99	113	129	143	
Total		1427	2028	2473	2809	3134	3531	4042	511
Non-City YouTube Channel Brookings lifestyle video views			5567	6216	6653	7215	8117	8765	648

¹You Tube Trailer from 5/14-6/9
²YouTube Trailer as of 6/10
³14,600 views and 883 shares on City's facebook page.
⁴New views since last report

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	\$4,500	\$12,000	\$500	\$1,071	\$10,000
July			-\$1,000.00 Writers Conf			
August	-\$860.00 TV				-\$234.76	
September	-\$790.00 TV		-\$3,500.00 Disc Golf Tourney		-\$609.12	
October			-\$2,500.00 Central Bldg 100	-\$12.00		
November	-\$532.00 Radio		-\$1,500.00 Coastal Christmas			
December	-\$532.00 Radio		-\$4,000.00 Wild Rivers Music Festival			
January	-\$532.00 Radio					
February	-\$532.00 Radio					
March						
April		-\$3,228.50 Tourism RR	-\$2,000.00 VFW Fireworks			
May						
June						
REMAINING FUNDS	-\$178.00	\$1,271.50	-\$2,500.00	\$488.00	\$227.12	\$10,000.00

Additional events 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)
\$3,500.00	OktoberFest
\$5,000.00	Coastal Christmas
\$3,510.00	Natures Coastal Holiday Bells after 7-1-15
<u>\$17,010.00</u>	