

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, July 16, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. June 18, 2015

3. Public Comments

4. Action Items

- a. City Visitor Mobile App – Joyce Heffington
- b. 541Run.com Event Proposal – Jon Carlson, continued from May, 2015
- c. Bands, Brew & BBQ Event Proposal – Bruce Ellis, continued from June, 2015
- d. Oregon Coast Mile By Mile Advertising – Barbara Ciaramella, continued from May, 2015
- e. Brookings Brochure – Barbara Ciaramella, continued from May, 2015
- f. Xplore Film Proposal – Gary Milliman, continued from June 2015

5. Informational Items

- a. Remove or Modify Downtown Parking Restrictions – Tim Patterson
- b. Tourism Event Proposal Loans vs Grants – Tim Patterson
- c. Google Plus Page Advisory Services RFP – Tim Patterson
- d. 2015-16 TPAC Budget – Gary Milliman
- e. 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 – June 18, 2015

CALL TO ORDER

Meeting called to order at 4:02 PM

1. ROLL CALL

Present: Committee members Emma Keskeny, Candice Michel, Bob Pieper, Skip Watwood and Chair Tim Patterson. Also present, City Manager Gary Milliman, Mayor Ron Hedenskog, and Councilor Jake Pieper

Absent: Committee member Barbara Ciaramella

2. APPROVAL OF MINUTES

Motion made to approve the minutes of May 21, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT – Mayor and Council President Jake Pieper discussed City/Chamber relations.

4. ACTION ITEMS

- a. **541Run.com Event Proposal** – Jon Carlson not present, matter continued.
- b. **Bands, Brew & BBQ Event Proposal** – Bruce Ellis presented proposal for an event in Azalea Park first weekend in October, committee would like more information on the revenue and expenses, matter continued to July.
- c. **Oregon Coast Mile by Mile Advertising** – Barbara Ciaramella not present, matter continued to July.
- d. **Brookings Brochure** – Barbara Ciaramella not present, matter continued to July.
- e. **Xplore Film Proposal** – Gary Milliman presented information provided to him. Committee discussed. **Motion made by Candice Michel to table proposal until July meeting, motion seconded and Committee voted; the motion carried unanimously.** July discussion to include annual video to refresh City tourism video library, a video contest, and the Xplore proposal.

5. INFORMATIONAL ITEMS

- a. **Tourism Event Proposal Loans vs. Grants** - continued to July budget discussion.
- b. **Google Plus Page Advisory Services RFP** –possible RFP to hire consultant to work with Brookings businesses to expand their social media presence. Matter continued to August.
- c. **TPAC Budget and Internet Hit Info** - information reviewed, discussed possible impact of the nine month Harris Beach State Park closure.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for July 16 at 4:00 pm. Items for next meeting agenda to include 2015-16 Budget, City Visitor Mobile App and Tim Patterson would like to discuss the removal/modification of downtown parking restrictions.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 6:05 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at July 16, 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			

Insider of Southern Oregon as an organization hosting this event, and will not receive compensation from vendors or attendance.

Event Title: <u>"Bands, Brews & BBQ's"</u>		Amount Requested <u>\$1400</u>	
Event Description: <u>Fundraiser for "Carousel for Brookings" featuring local Breweries, Bands & BBQ Food Vendors.</u>			
Event Date/s: <u>Oct. 3</u>			
Location: <u>Azalea Park</u>		Location secured? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Event Goals: <u>To create an annual off season event, each year benefitting another ^{Non-profit} Organization w/ fundraising and creating an event for the locals as well as bringing out of towners.</u>			
Please explain how this event will be sustained after the first year: <u>Thru sponsorships developed in the first year and the Insider of S.O.</u>			
Sponsors/Investors: <u>Insider of S.O, others are still in the making.</u>			
Budget			
Income		Expenses	
Fees Collected	\$ <u>0</u> *	Facility/Venue Costs	\$ <u> </u>
Admissions	\$ <u>0</u> *	Insurance	\$ <u> </u>
Concessions	\$ <u>0</u> *	Advertising	\$ <u> </u>
	\$ <u> </u>	Supplies	\$ <u> </u>
	\$ <u> </u>		\$ <u> </u>
	\$ <u> </u>		\$ <u> </u>
TOTAL	\$ <u> </u>	TOTAL	\$ <u> </u>
Methodology for evaluating events success in terms of bringing visitors to the Brookings area: <u>Advertising and promoting event in other areas should result in visitors from out of town coming to event & utilizing Hotels, Restaurants etc.</u>			
Contact Person: <u>Bruce Ellis</u>		Phone: <u>541-251-4422</u>	
Organization: <u>Insider of S.O</u>		Address: <u>P.O. Box 271 Brookings OR 97415</u>	
If more space is required please attach additional pages			

* No fees from vendors will be collected, and no admission charged. All vendors will donate 10% of their proceeds to "A Carousel for Brookings" and will handle any IRS reporting themselves.



Advertising Agreement For:

Business Bruce Ellis - Insider Magazine

Month & Year Sept-Oct 2015

Bands - Brews & Bar BQ's

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		14	15	16	17	18
					(2) (ea. sta.)	(2)
20	21	22	23	24	25	26
	(2)				(3)	(3)
27	28	29	30	Oct 1	2	3
	(4)	(4)	(4)	(5)	(6)	EVENT

TOTAL ADS	SPOT LENGTH	PER SPOT	DAY PART	TOTAL COST
(35)	:30	\$20	6a-10p	\$700
(35)	:30	\$20	6a-10p	\$700



TOTAL VALUE: \$1750 DISCOUNTS \$350 = GRAND TOTAL \$1400 ^{or} in advance

AGREED Client: X DATE X

AGREED Bicoastal Media: Michael Goldman DATE 6-16-15

Bicoastal Rogue Valley LLC, a Bicoastal Media Company, does not discriminate on the basis of race, gender, or ethnicity in the placement, scheduling, and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.

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</u> = <u>\$173</u>	
Admissions	\$		Insurance	<u>\$ covered</u>	
Concessions	\$		Advertising	<u>\$ 1440⁰⁰/₁₀₀</u>	
	\$		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

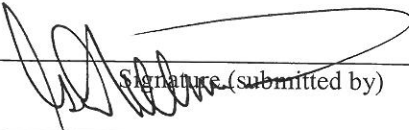
Organization: Insider of S. O Address: p.o. box 271 Brookings, OR

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.

TPAC EXPENSES FY 2014-15

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 VC Restroom	-\$2,000.00 VFW Fireworks			
May						
June	-\$595.00 Chamber	-\$1,075.00 VC Restroom	-\$6,000.00 Oktoberfest/ Wild Rogue Relay			
REMAINING FUNDS	-\$773.00	\$196.50	-\$8,500.00	\$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)
\$5,000.00	Coastal Christmas
\$3,510.00	Natures Coastal Holiday Bells
\$11,010.00	

Need to move the \$10,000 from "Other" to "Events" Expense Account

TPAC EXPENSES FY 2015-16

2015-16	Operating Supplies	Contract Services	Training & Travel
	32-10-6030	32-10-6090	32-10-6120
BUDGETED	\$1,000	\$31,381	\$ 1,000
July		-\$5,000 Coastal Christmas	
August			
September			
October			
November			
December			
January			
February			
March			
April			
May			
June			
REMAINING FUNDS	\$1,000	\$26,381	\$ 1,000

Additional events allocated not yet funded:

\$

2,500

Curry Coast Community Radio

(Allocation contingent upon their reaching goal of \$18,000)

\$

3,510

Natures Coastal Holiday Bells

after 7-1-15

May not be used

\$

6,010

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos	Posted	Date/Total Views							New Views ⁴
		11/20/14	2/11/15	3/11/15	4/8/15	5/14/15	6/10/15	7/8/15	
Apple Box Videos	4/21/14	11/20/14	2/11/15	3/11/15	4/8/15	5/14/15	6/10/15	7/8/15	Views ⁴
Great Place to Live		442	935	1089	1262	1430	1593	1797	204
Great Place to Visit ²		152	266	309	352	415	462	518	56
Great Place to Go Camping ¹		144	250	297	328	376	410	477	67
Great Place for a Romantic Getaway ³		118	226	267	294	340	392	436	44
Great Place to Bring Your Family		200	303	328	351	373	395	418	23
KOBI Videos	11/8/14								
Family Weekend		169	234	251	265	295	318	349	31
Romantic Weekend ¹		202	259	268	282	302	329	357	28
Oregon Lifestyles	11/21/14								
Brookings Episode			87	99	113	129	143	153	10
Total		1427	2473	2809	3134	3531	4042	4505	463

Non-City YouTube Channel **Brookings lifestyle video** views

6216	6653	7215	8117	8765	9124	359
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¹You Tube Trailer from 6/9 - 7/8

²YouTube Trailer as of 7/8

³16,203 views and 925 shares on City's facebook page.

⁴New views since last report