

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, August 20, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. July 16, 2015

3. Public Comments

4. Action Items

- a. Southern Oregon Coast Home School Conference Event Proposal – Linda Schreiber
- b. Charitree Event Proposal – Linda Schrieber
- c. Oregon Coast Mile By Mile Advertising – Barbara Ciaramella
- d. Brookings Brochure – Barbara Ciaramella
- e. American Road Magazine Advertising
- f. Brookings Video

5. Informational Items

- a. Wild Rogue Relay Support – Tony Baron
- b. Status of Flora Pacifica Christmas Tree – Tony Baron
- c. Tourism Event Proposal Loans vs Grants – Tim Patterson
- d. 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 – July 16, 2015

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, and Chair Tim Patterson. Also present, City Manager Gary Milliman

Absent: Committee members Skip Watwood, Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of June 18, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

None

4. ACTION ITEMS

- a. **City Visitor Mobile App** – Gary advised that the city website developer has a mobile app that can be developed to coordinate with the city website and the monies would come out of the IT budget
- b. **421Run.com Event Proposal** – Jon Carlson presented an update of expenses for his event. He advised that the event needs a “timer” to adequately document the runners times and a website built to attract and appeal to competition runners. He believes the amount requested of \$1500 will have to be increased to cover expenses and wondered if that was possible. He is anticipating @300 runners x \$20 registration fees plus t-shirts sales as his income. Committee would like to see budget cost projections more detailed and broken down to ensure the event is successful. Jon advised he is able to postpone the event from October to June to plan, budget, and find additional sponsors. Matter continued.
- c. **Bands, Brew & BBQ Event Proposal** – Bruce Ellis not present no action.
- d. **Oregon Coast Mile by Mile Advertising** – Barbara Ciaramella presented a cost proposal from Rob Spooner for print advertising in the Mile-by-Mile Guide which would cost \$2243. Barbara to contact the Chamber and Port to discuss possible cost sharing. Matter continued to August.
- e. **Brookings Brochure** – Barbara Ciaramella has contacted state parks and the county to propose a cost share of the brochure and they are interested. Would like to include a city map, county map and the Samuel Boardman trail map on the brochure. Continued to August.
- f. **Xplore Film Proposal** – Discussed video proposal, Candice thought the new Gold Beach drone video by Apple Box was very good and thought it was important to update the tourism video library yearly. Decided to determine 2015-16 budget for video before continuing discussion.

5. INFORMATIONAL ITEMS

- a. **Remove or Modify Downtown Park Restrictions** – Tim Patterson wondered that since the downtown two hour parking restrictions are not enforced if the signs could be taken down so as not to inhibit tourists from stopping and shopping on main street. He will possibly pursue thru City Council or Planning Commission.
- b. **Tourism Event Proposal Loans vs. Grants** – set aside \$6000 in the events budget for loans, details not discussed.
- c. **Google Plus Page Advisory Services RFP** – Bob Pieper believes it is not up to TPAC to hire someone for Advisory Services but that someone should come to TPAC and contract to do that.

- d. 2015-16 TPAC Budget** – Gary provided the TPAC 2015-16 budget information and reviewed. He advised that Natures Coastal Holiday requested \$3600 at the July 6th City Council meeting for the lighted archway to the Capella. The Council voted 2 to 2 and the request was not approved. Bob Pieper thought the Wild Rogue Relay event was a great success in Azalea Park and suggested financial support be considered again to encourage them to return next year. Gary reminded the group that the Wild Rogue Relay is a for profit business and the City contributed greatly to the event in man hours and expenses. Gary advised Tony Baron is in contact with the group and will invite him to next TPAC meeting to discuss ways to keep event from moving to Gold Beach.

Committee continued review of 2015-16 budget. Broke down budget as follows: \$16,000 for Events with \$6000 set aside for loans, \$2200 for Mile by Mile advertising. \$2000 for brochure, and \$5000 for video. **Motion made to preliminary approve the 2015-16 budget, to await final approval next month when additional two members of committee are in attendance; and Committee voted; the motion carried unanimously.**

- e. Internet Hit Info** – Tim would like to see the monthly new views broken out.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for August 20 at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:26 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at August 20, 2015 meeting)

Event Title: So. OR Coast Home School Conference Amount Requested \$ 1000⁰⁰

Event Description: 1 day conference presented by Ocean Network, state support group, to encourage & educate home school option.

Event Date/s: Oct 9-leaders Night / Oct 10-conference 8³⁰-4 pm

Location: Brookings Nazarenes Church Location secured? Yes ☒ No ☐

Event Goals: Educate & Encourage those involved in or interested in home schooling.

Please explain how this event will be sustained after the first year: anticipate growth in attendance & in what conference offers in future - such as vendor fees.

Sponsors/Investors: Ed & Linda Schreiber (local sponsor & coordinator of event) Ocean Network (state support group)

Budget					
Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	75 ⁰⁰ 75 ⁰⁰
Admissions	\$	10 ⁰⁰ /caple 500-600	Insurance	\$	
Concessions	\$		Advertising	\$	1350 ⁰⁰ 1350 ⁰⁰
	\$		Supplies	\$	100 ⁰⁰ 100 ⁰⁰
	\$			\$	
	\$			\$	
TOTAL	\$	500-600 ⁰⁰	TOTAL	\$	1525 ⁰⁰ 1525 ⁰⁰

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: sign in/registration details.

Note: All speakers at conference this year from out of town. 2 nights hotel for 3 families. Same likely each year.

Contact Person: Linda Schreiber Phone: 541-469-9850

Organization: Wild Rivers Home School Group Address: PO Box 1945, Brookings OR 97415
Ocean Network
State support group

If more space is required please attach additional pages

Southern Oregon Coast Home School Conference

"Home Schooling with a Purpose and a Plan"

Hosted by OceaNetwork Christian Home School Support Network of Oregon

October 9th and 10th will be our 1st annual home school conference on the Southern Oregon Coast in Brookings. Very few home school conferences are offered outside of the large communities of Oregon and Northern California, so we are very excited to provide this opportunity. We will be advertising to the home school communities as far east as Medford area; north to Bandon area; south to Eureka area.

The conference will open on Friday evening for the leaders of the various home school groups in these communities. This will be a support/discussion/problem solving time for them.

The conference will be open to the general public on Saturday, October 10, from 8:30am – 4:00pm. The topics covered at this conference include: Legalities of home schooling in Oregon; Choosing Curriculum; Tips for Success in home schoolings; and Home Schooling through High School. Our speakers will be a number of seasoned, veteran home school couples from OceaNetwork. The cost of the event is \$10.00 for an individual and the spouse is FREE.

This conference provides answers to those investigating the option of home schooling and support to those who have made that choice to home school. The conference also introduces individuals to the community wide and state wide support groups.

The event will utilize the Brookings Nazarene Church Facility. We will be providing lodging for 3 families traveling to speak at the conference at either local hotels or B&Bs. We anticipate a number of others will secure lodging locally since part of the event is Friday evening and the Saturday event starts so early. Meals will NOT be served at the Nazarene, so the local restaurants will be patronized by attendees.

We feel that this is a much needed event to our Southern Oregon Coast. The conference is expected to draw up to 250 participants, with a majority coming from outside Brookings/Harbor. Our promotion budget is limited, and so we are requesting funding of \$1000.00 from the tourism fund. We would like to see this event grow in future years to include home school vendors, and/or used curriculum trade/sell; and additional speakers from around the state. The potential is there, and we feel that it soon could become a regularly scheduled "holiday weekend" for Southern Oregon/Northern CA home school families.

Thank you for your time and consideration.

Sincerely,



Linda Schreiber, coordinator of this conference

541-469-9850

**Southern Oregon Coast
Home School
Conference**



"HOME SCHOOLING WITH A PURPOSE & A PLAN"

Mark your calendars!

October 10, 2015

8:30 am – 4pm

Brookings Harbor Nazarene Church

1600 Chetco Ave, Brookings



Topics:

- ✚ Legal points of home school
- ✚ Tips for Success
- ✚ Choosing Curriculum
- ✚ A Father's Role
- ✚ Home Schooling through High School

Cost: \$10.00 individual/ spouse is FREE



Hosted by:

Contact: Linda Schreiber at 541-469-9850 to register today!

Event Title: Chari Tree Holiday Festival of Brookings Amount Requested \$500-1000⁰⁰

Event Description: Silent Auction of decorated Christmas Trees along with family activities and entertainment

Event Date/s: Dec 4 evening Dec 5 (10-4), 2015

Location: Checco Grange in Harbor Location secured? Yes ☒ No ☐

Event Goals: Raise awareness of + money for local non-profits in a fun, festive environment that celebrates community.

Please explain how this event will be sustained after the first year: Sponsored by local businesses anticipate adding other fund raising activities in future

Sponsors/Investors: Evergreen Bank, Rogue Credit Union, Smith River Rancheria, Taylor Insurance, Grocery Outlet, Blue Pac Realty, Remax Realty, Optimum Canby Coastal Prop Mgmt.

and more!

Income			Expenses - based on 2014 -		
Sponsorship Fees Collected	\$ 3000	00	Facility/Venue Costs	\$ 200	—
Admissions	\$ 0		Insurance	\$ 200	—
Concessions	\$ 0		Advertising	\$ 875	—
	\$		Supplies	\$ 1000	—
	\$		Other	\$ 500	—
	\$			\$	
TOTAL	\$ 3000	00	TOTAL	\$ 2775	

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: Working on ideas w/ ad consultant but possibilities include:

- Free Raffle Opportunity by Community
- Hotel Pkg. for sponsors + supporters of non-profits.

Contact Person: Linda Schreiber Phone: 541-469-9850

Organization: Chari Tree of Brookings Committee Address: PO Box 1945 Brookings

If more space is required please attach additional pages

American Cancer Society - Relay For Life of Curry County

Dear Tourism Committee,

The ChariTree Holiday Festival is an annual event that was begun by C&K Markets to promote and assist local non-profits in our community. C &K Markets fully sponsored the event for 3 years (2010-2012), and then after a one year absence of the event, our volunteer committee re-organized the event last year (2014). There were 25 non-profits represented at last year's event, and there were close to 500 people in attendance throughout the one-day of the event. The event drew such a large crowd last year that we have added an additional evening to the event this year. This year's event will be on December 4th (5-8pm) and December 5th (10am-4pm).

We believe our event demonstrates that the Brookings/Harbor community is a wonderful holiday getaway for tourists, as well as a charity-minded area for potential future residents.

Our highway frontage location at the Grange, along with good signage, is inviting for those who are passing through or spending the day here, encouraging visitors to stop and spend some time in our area. There is no cost to the event, and free beverages and cookies are available.

With the addition of the Friday night event, we anticipate more out-of-town representatives of the various non-profits to be in attendance.

With \$500 in tourism funds, we can expand our marketing efforts beyond Curry and Del Norte counties, and into the Grants Pass and Medford markets, giving tourists one more reason to visit Brookings/Harbor during the holiday shopping season. With \$1,000, we could also advertise in Humboldt and Coos counties.

Our hopes are that this event will become a rooted tradition that the community is noted for, and visitors will plan their holiday stops around this event.

Our corporate sponsors, who help pay for the trees, stands and event expenses include: Evergreen Federal Bank, Smith River Rancheria, Rogue Credit Union, as well as many of our local merchants. More information is available on our Facebook page: ChariTree of Brookings Oregon. Our group of volunteers and sponsors thank you for your willingness to consider this request.

Sincerely,



Linda Schreiber
Committee Chairperson
ChariTree Holiday Festival

Join us in the celebration!



Find your Christmas Tree!

DECEMBER 4-5, 2015

- ❖ Special Viewing & Bidding on Friday Evening for our sponsors/supporters.
- ❖ Kid's time with Santa & Santa's shopping store Saturday A.M.
- ❖ Local Entertainment Saturday P.M.
- ❖ Raffle, prizes, food, and fun



Mark your calendars!

Chetco Grange in Harbor

Special Viewing & Bidding December 4 5pm-8pm

Open Viewing & Bidding December 5 10am-4pm



ChariTree is partnered with American Cancer Society's

Relay For Life of Curry County



Contact: Linda Schreiber at Brookings.ChariTree@gmail.com or call 541-469-9850

Facebook: ChariTree of Brookings Oregon

Like us on FaceBook!

Gary Milliman

From: Martin Stefanek
Sent: Monday, July 27, 2015 3:29 PM
To: gmilliman@brookings.or.us
Subject: Re: Brookings Harbor

Dear Gary

Would you and The City be interested in the film about Brookings Harbor, We just finished film about Kenosha, Wisconsin, film will be posted on Kenosha's website soon. We use combination of drone and static cameras for Marketing and Promotional movies about Cities.

We are FAA certified for commercial drone operations under 333 exemption.

Please see the link for Kenosha movie.

We would be more than happy to meet and discuss details.

We can also provide via email average cost breakdown for productions similar to the film about Kenosha.

<https://www.youtube.com/watch?v=6LtBW1zm7A>

Best regards,

Martin Stefanek
President of Quad Productions Inc
847-920-4680

Gary Milliman

From: Mark Dennett
Sent: Tuesday, July 28, 2015 10:43 AM
To: SELECTED LIST
Cc: MEDIA - American Road (Becky Repp)
Subject: Join other Oregon Beach Communities and Hotels/Resorts in this Cooperative Ad Opportunity - Mark Dennett
Attachments: 2015 - Oregon Road Adventures - American Road Mag Co-op Factsheet (July 20, 2015).pdf

Good Morning Everyone,

I am still working with Becky Repp pulling together a full page ad in the winter "beach" edition of **American Road Magazine**. I am sure the issue will be filled with pitches for Texas, Florida and Southern US beach destinations. But having recently returned from visiting those areas, I can tell you first hand, **Oregon Beaches are FAR SUPERIOR! Better access, far more beautiful, and far less people. And for most American Road Magazine readers, we are a better and more scenic road trip!**

Remember, you get all the benefits of being an individual advertiser (leads, online tour itinerary, social media campaign), but you are part of a **PAGE DOMINANT AD for just \$862. We have 3 spots left.**

Hope you will join in this program, so we can highlight the ENTIRE OREGON COAST!

Email or call me if you have any questions.

Mark Dennett

DENNETT CONSULTING GROUP

Cooperative Marketing Campaigns that Work for All.

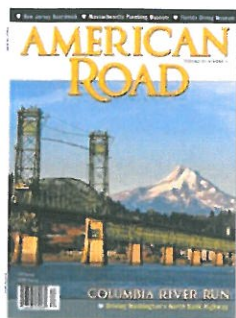
541-488-4925 / Mark@Dennettgroup.com

PowershiftMarketing Book / PowershiftMarketing Blog

DENNETT CONSULTING GROUP

2015-16 OREGON ROAD ADVENTURES DCG 2-15 AMERICAN ROAD MAGAZINE COOPERATIVES

American Road Magazine is one of those hidden gems for reaching consumers that love road trips, and the numbers prove it:



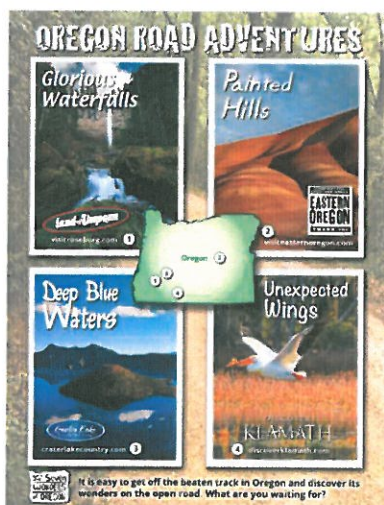
100% of their 70,000 readers take a vacation trip every year.

52% take 7+ vacation trips every year!

78% of readers are baby-boomers and seniors

45% have incomes of \$75,000+

This unique heritage tourism magazine has been one of Travel Southern Oregon's top cooperative programs and lead generators for years. Plus they have an outstanding social media program that will make your social media efforts grow.



OREGON ROAD ADVENTURES CAMPAIGN – You will be one of four businesses featured in a full-page color ad, with a supporting social media campaign with your own online tour itinerary (map) to promote a road trip to your special part of Oregon. Ad production is included in the cost.

SUMMER 2015 – SOLD OUT (AD SHOWN TO THE RIGHT)

AUTUMN 2016 – FOUR SPACES AVAILABLE – CLOSING AUG 1, 2015

WINTER 2015 – THREE SPACES AVAILABLE – CLOSING OCT 15, 2015

SPRING 2016 – TWO SPACES AVAILABLE – CLOSING FEB 1, 2016

OREGON ROAD ADVENTURES PRINT AND ONLINE

- ✓ **Exposure in a full page color ad – Ad Production Included.** You will be one of four businesses featured in a page dominant ad.
- ✓ **Your online tour itinerary (PDF) on the American Road website for THREE MONTHS.** Promoting 24/7 a road trip to your special part of Oregon!
- ✓ **A multi-month social media campaign with detail monthly reports from American Road.** To drive people to your itinerary and website.
- ✓ **Monthly leads from American Road for to follow up.** Past partners have report more than 10,000 leads (clicks, downloads, leads) from American Road.

YOUR COST: \$862

TO SIGN UP OR ASK QUESTIONS – JUST EMAIL MARK DENNETT: Mark@dennettgroup.com

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	\$43,191	\$500
July		-\$5,000 Coastal Christmas	
		-\$3,510 Natures Coastal Holiday Bells	
		-\$3,500 Oktober Fest	
August			
September			
October			
November			
December			
January			
February			
March			
April			
May			
June			
REMAINING FUNDS	\$1,000	\$31,181	\$500

Additional events allocated not yet funded:	\$ 2,500	Curry Coast Community Radio (Allocation contingent upon their reaching goal of \$18,000)
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Events funded in 7-2015 were budgeted out of 32-10-6060