

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, September 17, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. August 20, 2015

3. Public Comments

4. Action Items

- a. Wild Rivers Coast Event Eval – Stagelights
- b. Oregon Coast Mile By Mile Advertising – Barbara Ciaramella
- c. Brookings Brochure – Barbara Ciaramella
- d. American Road Magazine Advertising – Barbara Ciaramella
- e. Foodie Video – Candice Michel

5. Informational Items

- a. Tourism Event Proposal Loans vs Grants – Tim Patterson
- b. 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 – August 20, 2015

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Emma Keskeny, Candice Michel, Bob Pieper, and Skip Watwood. Also present, City Manager Gary Milliman and Tony Baron, Parks Supervisor.

Absent: Committee Chair Tim Patterson

2. APPROVAL OF MINUTES

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

3. PUBLIC COMMENT

None

4. ACTION ITEMS

- a. **Southern Oregon Coast Home School Conference Event Proposal** – Linda Schreiber presented the event proposal request for \$1000 and information on the local home schooling network. Conference planned is trying to reach home schoolers from Coos Bay, Medford, Ashland, Crescent City, Eureka and Redding. Trying to reach areas that are not covered by the larger home school conferences. Encouraging out of town participants to stay Friday and Saturday nights by obtaining motel and restaurant discounts. **Motion made by Skip Watwood to approve the request for \$1000 for the Southern Oregon Coast Home School Conference; motion seconded and Committee voted; the motion carried unanimously.**
- b. **Charitree Event Proposal** – Linda Schreiber presented the event proposal request for \$500 and information on the event. Trying to expand the non-profit event to a two day event with a Friday night affair for sponsors and presenters, and a Saturday tree auction event for the public. Plans to expand the advertising range to encourage people to attend from farther away and promote the non profits who benefit from the event. Candice felt the event was more about helping the non-profits. Linda advised that the main cause was to raise awareness for the non-profits but also to promote support between businesses, non-profits and the community. **Motion made by Candice Michel to approve the request for \$500 for the Charitree Event;** discussion pursued as to if event brings out of town visitors to fill motel rooms, Linda thought event might attract visitors who were planning a trip to Brookings and add the event on their list of things to do. **Motion died for lack of second.** Barbara suggested incorporating a “Breakfast with Santa” idea into the event to make it more of a community event to attract more of the general public and to resubmit event proposal.
- c. **Oregon Coast Mile by Mile Advertising** – Barbara Ciaramella advised she has talked to the Port and they have agreed to participate in co-funding an ad, and she is still trying to make contact with the Chamber. Total estimated cost was @\$2200. She has advised Rob from Mile by Mile and he will try to put something together in November.
- d. **Brookings Brochure** – Barbara Ciaramella advised she has interest from the State Parks and the County in doing a six fold map brochure but they have asked her to continue discussions with them in September, after their busy season.
- e. **American Road Magazine Advertising** – Gary presented information he had been provided. Committee discussed proposal and advertising costs and who and where the ad reaches. Barbara volunteered to contact the Port and Chamber to ask if they would like to co-fund also. **Motion made by Candice Michel to pursue the American Road Magazine advertising if the**

Port and/or Chamber is interested in co-funding; motion seconded and Committee voted; the motion carried unanimously.

- f. Brookings Video** - Gary requested clarification on committee's decision to budget \$5000 for video and how they would like to proceed with a video. Candice advised she thought the XPlore video price was too high, and that the recent Gold Beach promo video done by Chris Vandershaft from Apple Box was very good, but did not know how much it cost. Committee agreed to the idea of increasing the video library, and would like to have different video perspectives, including drone footage. They would like to pursue Request for Proposals for drone videos.

5. INFORMATIONAL ITEMS

- a. Wild Rogue Relay Support** – Tony Baron advised the event was successful this year and they will be returning to Brookings next year. If they return to Azalea Park Tony will be encouraging them to use local vendors for food and beer. Event brought in many runners families and supporters. Tony advised that the recent Wild River Music Festival went well with no problems; it was not as well attended as they had hoped but for the first year it went smoothly.
- b. Status of Flora Pacific Christmas Tree** – Tony Baron advised they are having a hard time finding a 20' tree, typical tree size is 12', so he is still looking. Hopes to find one by October which will be a better time to transplant.
- c. Tourism Event Proposal Loans vs. Grants** – continued to September meeting.
- d. TPAC BUDGET** – Gary presented previously agreed budget for committee members unable to attend last meeting for approval. **Motion made by Candice Michel to accept the previously approved preliminary budget; motion seconded and Committee voted; the motion carried unanimously.**
- e. Internet Hit Info** – Gary provided internet hit info that was not provided in the agenda packet. Committee commented on the "Great Place to Live" video being three times the most viewed video. A new "foodie" type video was suggested that could be partnered with local restaurants for costs. Emma suggested a dawn to dusk theme. Candice to discuss idea with Chris Vandershaft from Apple Box.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for September 17th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:02 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at September 17, 2015 meeting)



Stagelights Musical Arts Community
(Wild Rivers Music Festival)
P.O. Box 6993, Brookings, OR, 97415
541-373-3727 • www.wildriversmusicfestival.com



Sept. 1, 2015

To: Tourism Promotion Advisory Committee
City of Brookings

The board of Stagelights would like to the members of TPAC for your tremendous financial support of the first annual Wild Rivers Music Festival in Brookings on Aug. 15-16. Without your generous sponsorship, and that of other community businesses, the festival would have never happened. In fact, the incredible amount of encouragement and enthusiasm for the festival from those in the community caught us by surprise!

For a first-year event, there were many successes. We received a ton of positive feedback from the music fans, the bands, the vendors, city staff and volunteers. A majority of those attending the festival came from out of the area, including the cities of Portland, Bend, Medford, Eureka and Redding. The festival also posed several small challenges and learning opportunities, which will help us present a bigger and better festival in 2016. We look forward to working on next year's festival with the help of Park and Receptions Director Tony Baron who, along with his dedicated crew, was critical to our success this year.

While overall attendance was less than we hoped for, it was enough for us to cover all of our expenses. Any remaining funds will be shared among the nonprofit organizations and school groups that provided us with a small army of volunteers critical to running the festival.

Again, please accept our heartfelt gratitude for your support. If you have any questions, please call festival co-coordinator Scott Graves at 541-373-3727.

Sincerely,

Stagelights Board of Directors

Scott Graves, chairman

Michele Later, treasurer

Laurie Calef, secretary

John Webster, board member/school outreach coordinator

Gordon Later, festival committee chairman and board member

Lynette McPherson, vendor coordinator

| 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 | | -\$53 VC Restrooms | |
| September | | | |
| October | | | |
| November | | | |
| December | | | |
| January | | | |
| February | | | |
| March | | | |
| April | | | |
| May | | | |
| June | | | |
| REMAINING FUNDS | \$1,000 | \$31,128 | \$500 |

Events funded in 7-2015 were budgeted out of 32-10-6060

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

| YouTube Videos | Posted | Previous Total | ACTUAL Views | | | | | | | Total Views |
|--|---------|--------------------|--------------|--------|---------|---------|--------|---------|---------|----------------|
| | | | 3/11/15 | 4/8/15 | 5/14/15 | 6/10/15 | 7/8/15 | 8/11/15 | 9/10/15 | |
| Apple Box Videos | 4/21/14 | Total | | | | | | | | |
| Great Place to Live | | 935 | 154 | 173 | 168 | 163 | 204 | 253 | 212 | 2262 |
| Great Place to Visit ² | | 266 | 43 | 43 | 63 | 47 | 56 | 66 | 46 | 630 |
| Great Place to Go Camping | | 250 | 47 | 31 | 48 | 34 | 67 | 51 | 52 | 580 |
| Great Place for a Romantic Getaway ^{3 1} | | 226 | 41 | 27 | 46 | 52 | 44 | 57 | 53 | 546 |
| Great Place to Bring Your Family | | 303 | 25 | 23 | 22 | 22 | 23 | 30 | 31 | 479 |
| KOBI Videos 11/8/14 | | | | | | | | | | |
| Family Weekend | | 234 | 17 | 14 | 30 | 23 | 31 | 37 | 32 | 418 |
| Romantic Weekend ² | | 259 | 9 | 14 | 20 | 27 | 28 | 31 | 25 | 413 |
| Oregon Lifestyles 11/21/14 | | | | | | | | | | |
| Brookings Episode | | 87 | 12 | 14 | 16 | 14 | 10 | 19 | 15 | 187 |
| | | View Totals | 348 | 339 | 413 | 382 | 463 | 544 | 466 | 5515 |
| Brookings Lifestyle views (not on City channel) | | 6216 | 437 | 562 | 902 | 648 | 359 | 822 | 1027 | 10973 |

¹You Tube Trailer as of 9/10

²YouTube Trailer from 8/11 to 9/10

³16,626 views, 929 shares, 36 comments and 207 likes on City's facebook page.

There was an error in the 8/11 report for Romantic Weekend views. This is the correct number.