

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, October 15, 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. Oregon Coast Mile By Mile Advertising – Barbara Ciaramella
- b. Brookings Brochure – Barbara Ciaramella
- c. 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 October 15, 2015 meeting)

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		-\$53 VC Restrooms	
September	-\$22	-\$1,000 WR Coast Home School Conference	
October			
November			
December			
January			
February			
March			
April			
May			
June			
REMAINING FUNDS	\$978	\$30,128	\$500

Additional events \$ 2,500 Curry Coast Community Radio
allocated not yet
funded: (Allocation contingent upon their reaching goal of \$18,000)

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
			4/8/15	5/14/15	6/10/15	7/8/15	8/11/15	9/10/15	10/9/15		
Apple Box Videos	4/21/14										
Great Place to Live		1089	173	168	163	204	253	212	121	2383	
Great Place to Visit		978	43	63	47	56	66	46	34	1333	
Great Place to Go Camping		982	31	48	34	67	51	52	33	1298	
Great Place for a Romantic Getaway		976	27	46	52	44	57	53	34	1289	
Great Place to Bring Your Family		960	23	22	22	23	30	31	14	1125	
KOBI Videos											
			11/8/14								
Family Weekend ¹		251	14	30	23	31	37	32	27	445	
Romantic Weekend ²		243	14	20	27	28	31	25	42	430	
Oregon Lifestyles			11/21/14								
Brookings Episode		99	14	16	14	10	19	15	3	190	

View Totals All Videos

Brookings Lifestyle views (not on City channel)

5578	339	413	382	463	544	466	308	8493
6653	562	902	648	359	822	1027	1087	12060

Great Place for Romantic Getaway

Views Shares Likes	NT	NT	14413	187	1603	254	169	8409	25035
	NT	NT	882	1	42	4	0	340	1269
	NT	NT	NT	NT	NT	206	1	45	252

¹You Tube Trailer as of 10/9

2YouTube Trailer from 9/10-10/8

NOTE: Following the summer months, we are again seeing dramatic increases in Great Place for a Romantic Getaway video views on facebook, which has earned it a special place on this spreadsheet.

We are also seeing dramatic monthly increases for the videographer's posting of the Oregon Lifestyles Episode on YouTube. That posting comes up first, following two ads, when you type "Brookings, Oregon" in the YouTube search field. A Great Place to Live, with 2,383 views, comes up 3rd following the ads. In second place is a video by Steven Lange, which I included as a "Liked" video on the City's YouTube page some time ago.

The stagnancy of views on the YouTube channel in all categories is likely attributable to the lack of new video postings...although the Brookings Lifestyle episode continues to generate significant views.