

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)

MINUTES

Thursday, February 20, 2014

CALL TO ORDER

Meeting called to order at 4:06 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Joe Willett, Skip Watwood, and Chair Tim Patterson

Absent: Committee Member Ronald McCreary

Also present: Admin Assistant Lauri Ziemer, Parks Superintendent Tony Baron and ten members of the public

2. APPROVAL OF MINUTES

Motion made to approve the minutes of January 16, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

a. Channel 5 Contract Extension – Motion made to extend current contract until the end of August; motion seconded; discussion pursued. Matter had previously been tabled in order to review longer. Channel 5 previously advised they would be able to extend the current contract which ends in June for two months for approximately \$1600. Advantage to extending contract through August would be to have advertising for summer events. Joe Willett thought limiting the advertising to just one channel was not beneficial and radio should be investigated. Barbara Ciaramella did not feel Channel 5 fulfilled the original contract and Bob Pieper did not see the value of the ads. Comments opened to the public: Cilde Grover of the Pelican Bay Arts Association expressed that they need publicity for the Festival of the Art in Stout Park in August and believed last years' donut ads helped bring people from the valley to their event. Without the donut ads they would need funding for publicity this year. Rudy Spence of the Old Time Fiddlers Winterfest said his group was interested in any advertising that is provided to help increase event attendance. Many people in the audience had seen the ads and liked being able to see a visual ad. They thought seeing a Brookings ad added credibility to events. Some believed if you don't do TV and just radio you will miss some of the market. **Motion made to extend the contract through the end of August, Commission voted: three in favor, three opposed.** Suggested matter be tabled until next meeting when additional TPAC member is on board to break tie. **Motion made to table the matter for next meeting; motion seconded and Commission voted; all in favor, the motion passes unanimously.** Committee questioned if Channel 5 had come over and taken any footage of last year's Festival of Art in Stout Park and Slammin' Salmon for ads if the contract is extended.

5. INFORMATIONAL ITEMS

a. Old Time Fiddlers Winterfest – Rudy Spence advised this was the first year of their event and it was very successful, next year they are planning to invite the whole state which would require a bigger venue and the City's support. The event is free and they are not asking for any monies at this time, but would like to be included the cities advertising. Advised to fill out a form requesting TPAC funds to help event.

b. Current Status of Funds – Tim would like a breakdown of the accounts into categories, advised Janell Howard would be able to provide.

c. Bed Tax Chart – It was noted that the winter months are obviously less, this past year the summer increase could also be contributed to the fire in the valley.

d. and e. Discussion: Shift advertising emphasis from print to electronic media and Hire someone to maintain internet media – Jon Carlson would like to establish a tourism website for Brookings, dedicated strictly to tourism and owned by the City. Would make it possible for people to access Brookings information, links, UTube and social media. He has been gathering material for several years to provide website content. He would build and be the administrator of the site. Rob Carillo of Wild Rivers Connect advised that social media is a huge commitment and wouldn't encourage City to take on project on their own. Barbara Ciaramella advised that at a recent discussion with local non-profits, organizations would like a coordinated site to network on and raise communication among them so they are able to help and support each other. Tim Patterson questioned how the new Curry Coastal Pilot website would be involved. Charlie Kocher, Publisher of the Curry Coastal Pilot shared information on a new tourism website "GO Book" for the Wild Rivers Coast that is being created and might duplicate Jon's idea to some degree. It is a GPS driven and able to attract people from up and down the coast. Events will be listed free for the first 50 words, for extra words, photo or video there will be a charge, they will also sell advertising to support the site. The Pilot already has the personnel to maintain. The site will launch April 1. They already have an interactive established calendar they update and maintain. Charlie also advised they will also be doing special advertising for the upcoming Bi-Mart Music Festival promoting the coast, website, and the festival. Rob Carillo of Wild Rivers Connect advised his group is a non-commercial organization totally funded by volunteers and grants that is social media driven promoting non-profit and commercial tourism events that provides a site for non-profits to calendar items and launched six months ago. Committee members believe something specifically labeled "Brookings, OR" is needed and also tracking stat information. Jon advised that analytic information is free and available. He advised that for him to build a website the cost would be \$2000 and \$250 per month thereafter to maintain with no commercial advertising on the site. Parties were advised to submit proposals with detailed information.

6. LIAISON REPORTS

A. TV/Channel 5 – previous above contract information discussed.

B. Apple Box – requested feedback on the videos, Tim thought ads were OK but redundant, Joe gave his approval.

C. City/Chamber/Port Coordination – Barbara has talked with Port Director Ted Fitzgerald and drafted a letter to the Chamber inviting them to participate in the purchasing of the event tent. Discussed tent ownership, use and benefit of tent with all three entities' involved. Commission approved letter be sent with some revisions. Barbara also presented a proposed letter of support to the Oregon Parks & Recreation Department for the Azalea Park Ballfield reconfiguration for a grant Tony Baron is submitting. Tony Baron advised that the majority of funding for the project is from grants and hopes to establish the area as a destination for athletic tournaments bringing in tourism. **Motion made to approve the letter with corrections; motion seconded and Commission voted; the motion carried unanimously.**

D. Events - Bob advised a fish smoking, Pow Wow type event is being discussed, no further information. Scott Clapson appeared advising that a Fall Festival is also being discussed in connection with the 100 year anniversary of the Century Building. Advised to submit Tourism Event Proposal for further review.

E. Print Media – Joe suggested submitting an ad for the City of Brookings in the Pilot’s advertising for the Bi-Mart Music Festival to encourage people to come to Brookings while they are on the coast for the music festival. He will present ad proposal at next meeting.

7. NEXT MEETING SCHEDULED - Next meeting scheduled for Thursday, March 20th at 4:00pm.

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

Respectfully submitted,



Tim Patterson, Chair
(approved at March 20, 2014 meeting)