

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, February 20, 2014 - 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes**
- 3. Public Comments**
- 4. Action Items**
 - a. Channel 5 Contract Extension**
- 5. Informational Items**
 - a. Old Time Fiddlers Winterfest – Rudy Spence**
 - b. Current Status of Funds**
 - c. Bed Tax Chart**
 - d. Discussion: Shift advertising emphasis from print to electronic media**
 - e. Discussion: Hire someone to maintain internet media**
- 6. Liaison Reports**
 - a. TV/Channel 5 - Staff**
 - b. Apple Box - Candice**
 - c. City/Chamber/Port & Event Tent - Barbara**
 - d. Events – Bob**
 - e. Print Media - Joe**
- 7. Schedule Next Meeting**
- 8. 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, January 16, 2014

CALL TO ORDER

Meeting called to order at 4:06 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Joe Willett, and Chair Tim Patterson.

Absent: Committee members Barbara Ciaramella and Skip Watwood

Also present: City Manager Gary Milliman

2. APPROVAL OF MINUTES

Motion made to approve the minutes of November 20, 2013; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

None

5. INFORMATIONAL ITEMS

A. Basketball Tourney Events – Cindi Beaman gave an update on the upcoming planned Basketball Tournaments. Have used some of the grant monies for development of a web site to attract out of the area teams to the tournaments. They created a third tournament for 7th graders and request permission to shift monies from the previous approved 3 on 3 tourney to the new 7th grade tourney. **Motion made to allow money to be shifted to third tournament so the basketball events are successful. Motion seconded and Commission voted; all in favor, the motion passes unanimously.**

B. KOB Channel Five – Bob Wise, General Manager of Channel 5 gave an update on the TV promotion schedule and wanted to answer any concerns or questions. Since June they have completed ten different spots and have been running the 4 second IDs to promote Brookings and the area. Pilot Rock has provided them footage for this years upcoming Azalea Festival ads. Bob Pieper questioned when the ads were running, Bob explained they are running in quite a few time slots. Joe questioned the couple on the beach ad, amount of identification and the size/color of the logo. Candice was concerned about the matrix and how many people are being reached and how it is measured. Bob Pieper questioned if their contract is renewed if they had any Slam'n Salmon Derby footage from last year, he did not know but would find out. Joe suggested a visual billboard type ad with the dates. Change of leadership caused some communication issues and committee agreed that a committee member should be delegated as TV/Channel 5 Liaison. Bob indicated Channel 5 would like to renew the contract for the upcoming year and continued to answer questions from the committee concerning scheduling, ad content, station coverage, signal broadcast area, 5 on 5 discussion/interviews, and him attending TPAC meetings by Skype. He advised they would be coming over to cover the Crabfest and that extending the contract agreement through August (two months) was possible and would run approximately \$800 per month if no production changes were needed. Tim questioned website accessibility and Bob advised they have a person that can also assist in a webpage and Facebook page.

C. Kite Festival – Michael Pitts Campbell, a Kite Festival organizer gave an overview of the summer Kite Festival and has submitted a Tourism Event Proposal requesting \$1000 for sponsorship to assist in production of the festival. The event is in it's 22nd year and is the most popular summer event bringing people from everywhere and filling every hotel room. They try to promote the event out of the area with posters and rack cards, free/reduced advertising is provided by local media so they are unable to contract and pay for additional media advertising. They could check into more print advertising. Kite Festival has been successful for many years, but they have lost a number of sponsors over the last few years; believes they would be able to continue operating for the next 10 years without sponsorship. The event is at capacity and would like to bring in portable grandstands to hold more people to support the event. Committee questioned if event meets the committees goals. Matter continued for further review.

D. Lucky 7 Marketing – Candace Penney was unable to attend.

E. Discussion: Shift advertising emphasis from print to electronic media - Joe suggested radio airtime might reach more people and it is cheaper. Joe to do more research. Tim requested to postpone the discussion on shifting advertising emphasis.

6. LIAISON REPORTS

A. TV/Channel 5 – Tim would like to have a dedicated website to direct viewers to rather than the Blue Pacific website and Candice supported the idea of establishing a Facebook page and to take advantage of the support Bob Wise said was available. Bob did not believe Channel 5 has put out much effort. Committee thought extending the contract through the summer was a good idea, matter continued to next meeting.

B. Apple Box - Candice played the first of five internet videos for review. A few edit changes suggested, everyone gave their approval, Candice to contact Chris with changes. Tim had YouTube questions, Bob wondered if Chris would be able to attend a TPAC meeting, Candice thought he might be able to schedule a work visit around a TPAC meeting. Candice advised the remaining videos will be completed shortly.

C. City/Chamber/Port Coordination – Barbara unable to attend. Bob wondered if the City had been asked to contribute any funds towards the purchase of the tent, Gary advised "No".

D. Events - Bob presented Kite Festival application. Committee acknowledged that this is already an established successful event; Bob suggested the committee have an event goal discussion, as a new event takes a lot of energy and money to start, but current ongoing events are also difficult to fund and need fund consideration also. The committees current goal is to help new events get started and noticed so they attract and promote tourism. Committee agrees many events need funds to continue and expand, but events should become self-sustaining. Gary advised goal is promoting events that have the potential for increasing the volume of tourists. Kite Festival representative indicated event is already maxed out and all the motel rooms are already filled. The committees event proposal goals can be reviewed and redefined for next year to include increasing business and restaurant sales but currently the Kite Festival does not fit present goals. Candice and Joe suggested doing an advertising donut specifically for the Kite Festival or a radio ad.

i. **CPP – Haunted House Evaluation** – Joe had heard it was the best Haunted House they ever had. Bob believes the \$300 provided extra advertising for the event to be successful.

ii. **Rotary – Raining Cats & Dogs Evaluation** - no discussion

E. Print Media – Joe provided info on upcoming local events, believes the upcoming Cape Blanco Music Festival will bring many tourists to town.

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

8. ADJOURNMENT

With no further business before the Committee, the meeting adjourned at 6:57 pm.

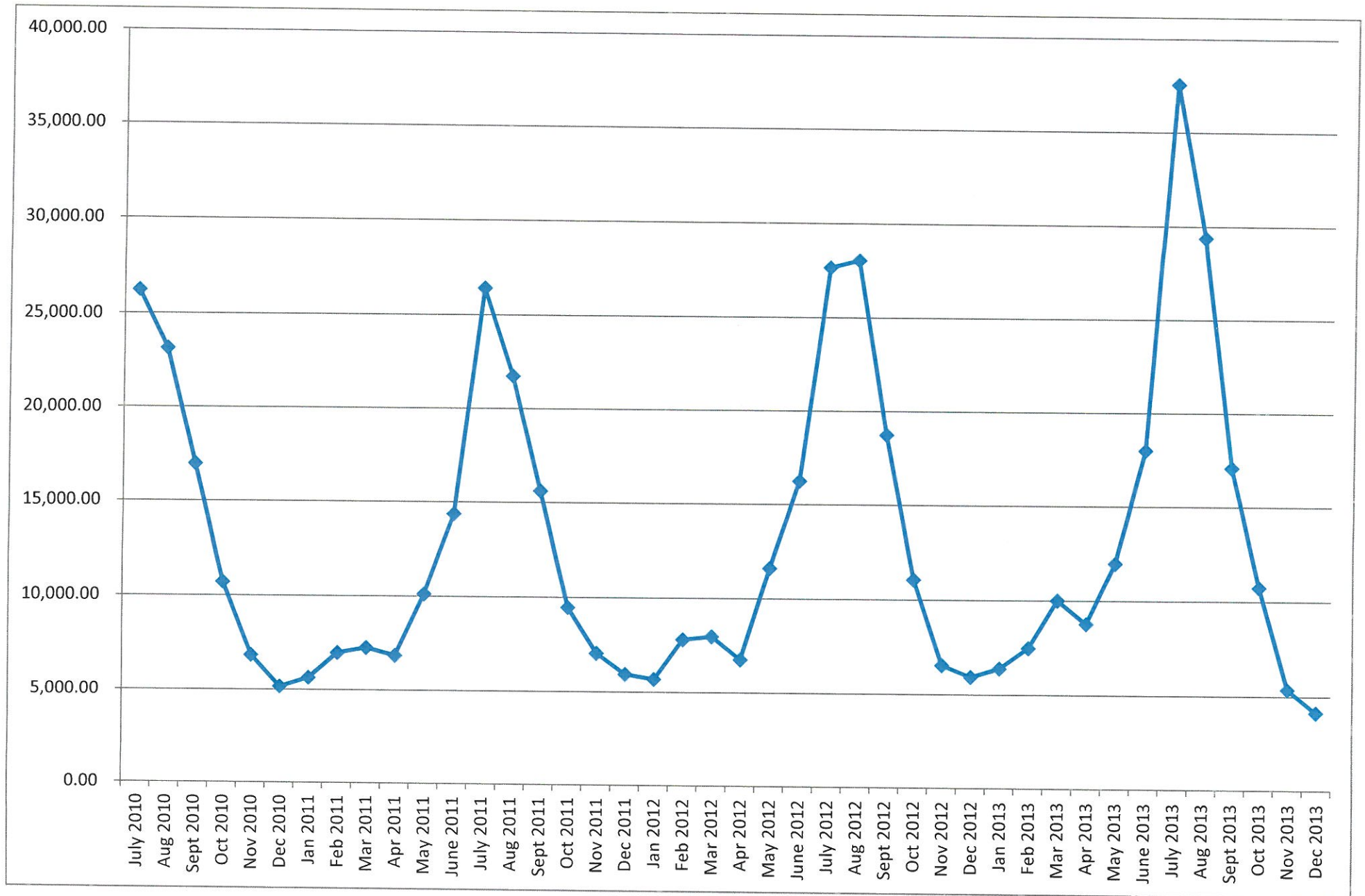
Respectfully submitted,

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

City of Brookings
Tourism
July 2012-December 2013

<u>Revenue (transient tax):</u>		<u>Total</u>	<u>25%</u>
July	2012	27,645.67	
August	2012	28,035.52	
September	2012	18,735.75	
October	2012	11,074.68	
November	2012	6,567.87	
December	2012	5,955.06	
January	2013	6,411.09	
February	2013	7,492.70	
March	2013	10,015.14	
April	2013	8,781.24	
May	2013	11,990.97	
June	2013	<u>17,994.48</u>	
		160,700.17	40,175.04
July	2013	37,560.87	
August	2013	29,383.58	
September	2013	17,085.59	
October	2013	10,800.70	
November	2013	5,375.58	
December	2013	<u>4,165.45</u>	
		104,371.77	<u>26,092.94</u>
			66,267.98
<u>Expense:</u>			
5/2013	Chetco Activity Center	140.00	
6/2013	VFW Post #966	1,000.00	
6/2013	VISA/Newegg	110.98	
6/2013	Personnel Costs -Visitors Center	764.09	
7-10/2013	Personnel Costs -Visitors Center	4,576.19	
7/2013	KOBI/KOTI-TV	755.00	
8/2013	Apple Box	5,250.00	
8/2013	Brookings Youth Activities	2,000.00	
8/2013	KOBI/KOTI-TV	2,000.00	
8/2013	Travel Oregon	35.00	
8/2013	KOBI/KOTI-TV	790.00	
9/2013	BH Rotary	500.00	
9/2013	Chetco Pelican Players	300.00	
9/2013	KOBI/KOTI-TV	685.00	
10/2013	KOBI/KOTI-TV	825.00	
10/2013	Makai Ohana Productions	8,000.00	
11/2013	KOBI/KOTI-TV	2,500.00	
11/2013	KOBI/KOTI-TV	825.00	
11/2013	Curry County Cruisers	1,000.00	
11/2013	Robert Grosz	4,000.00	
12/2013	KOBI/KOTI-TV	825.00	
12/2013	Curry County Board of Realtors	500.00	
	Remainder Apple Box Contract	5,250.00	
	Remainder on KOBI	7,695.00	
			<u>50,326.26</u>
Carryover - still to be spent by 6/30/2014			15,941.72

City of Brookings
Transient Tax
July 2010-December 2013



KOBI+ - CITY OF BROOKINGS

Printed 02/13/2014 10:54:37 AM Transmitted on

Adv.# 2889 Adv.Name CITY OF BROOKINGS
 Agy.# 0 Agy.Name
 HL # -1 Address 1
 Start Date 07/07/14 Address 2
 End Date 07/27/14 City ST Zip
 Date/Time Entered
 Product Tourism
 Agy Est # Agy Com -1 Brand Code

Rep 0 Office 0 Sales No 0 Cf. Code 1
 Buyer Milliman, Gary Cf. Code 2
 Salesperson Judy Luker Sub Class
 Phone 541-779-5555 Calendar
 FAX 541-779-8888 Contract Type
 Enterprise Header Comment

NSM LSM GSM
 Coop Billing Needed
 Copy Affidavit Needed
 Total Cost \$825.00
 Total Spots 54

Sell Pattern	Line #	Time Period	Len	RS	Cost	Start	End	S/W	WI	Mo	Tu	We	Th	Fr	Sa	Su	Notations
	1	Mo-Fr 5:30a-6:00a News at Sunrise 530-6	30		\$0.00	07/07/14	07/25/14	5		X	X	X	X	X			
	2	Mo-Fr 6:00a-6:58a News at Sunrise 6-7a	30		\$20.00	07/07/14	07/25/14	2		X	X	X	X	X			
	3	Mo-Fr 6:00p-7:00p NBC5 News at 6pm	30		\$55.00	07/07/14	07/25/14	3		X	X	X	X	X			
	4	Mo-Fr 11:00p-11:35p NBC5 News at 11pm	30		\$35.00	07/07/14	07/25/14	2		X	X	X	X	X			
	5	Mo-Sa 7:58p-11:00p PRIME ROTATOR Sun 6:58p-11:00p	30		\$0.00	07/07/14	07/27/14	6		X	X	X	X	X	X	X	

General Summary

Name	Spots	Cost	Grps	GrImps	CPP	CPM	Population
KOBI+	54	\$825	67.8	90.0	\$12.17	\$9.17	136321

KOBI+ - CITY OF BROOKINGS

Printed 02/13/2014 10:56:39 AM Transmitted on

Adv.# 2889

Adv.Name CITY OF BROOKINGS

Rep 0 Office 0 Sales No 0

Cf. Code 1

NSM LSM GSM

Agy.# 0

Agy.Name

Buyer Milliman, Gary

Cf. Code 2

Coop Billing Needed

HL # -1

Address 1

Salesperson Judy Luker

Sub Class

Copy Affidavit Needed

Start Date 08/04/14

Address 2

Phone 541-779-5555

Calendar

Total Cost \$825.00

End Date 08/24/14

City ST Zip

FAX 541-779-8888

Contract Type

Total Spots 54

Date/Time

Phone

Enterprise Header Comment

Entered

Product Tourism

Agy Est #

Agy Com -1

Brand Code

Sell Pattern	Line #	Time Period	Len	RS	Cost	Start	End	S/W	WI	Mo	Tu	We	Th	Fr	Sa	Su	Notations
	1	Mo-Fr 5:30a-6:00a News at Sunrise 530-6	30		\$0.00	08/04/14	08/22/14	5		X	X	X	X	X			
	2	Mo-Fr 6:00a-6:58a News at Sunrise 6-7a	30		\$20.00	08/04/14	08/22/14	2		X	X	X	X	X			
	3	Mo-Fr 6:00p-7:00p NBC5 News at 6pm	30		\$55.00	08/04/14	08/22/14	3		X	X	X	X	X			
	4	Mo-Fr 11:00p-11:35p NBC5 News at 11pm	30		\$35.00	08/04/14	08/22/14	2		X	X	X	X	X			
	5	Mo-Sa 7:58p-11:00p PRIME ROTATOR Sun 6:58p-11:00p	30		\$0.00	08/04/14	08/24/14	6		X	X	X	X	X	X	X	

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KOBI+	54	\$825	67.8	90.0	\$12.17	\$9.17	136321