

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, March 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**
  - b. Electronic Media Proposals**
- 5. Informational Items**
  - a. Channel 5 Tank of Gas Sponsorship**
  - b. Carousel – Bud Halliday**
- 6. Liaison Reports**
  - a. TV/Channel 5 - Staff**
  - b. Apple Box - Candice**
  - c. City/Chamber/Port & Event Tent - Barbara**
  - d. Events – Bob**
    - 1. Community Christmas Tree Evaluation**
    - 2. Southern Oregon Crabfest Evaluation**
  - 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, 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 creditability 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.

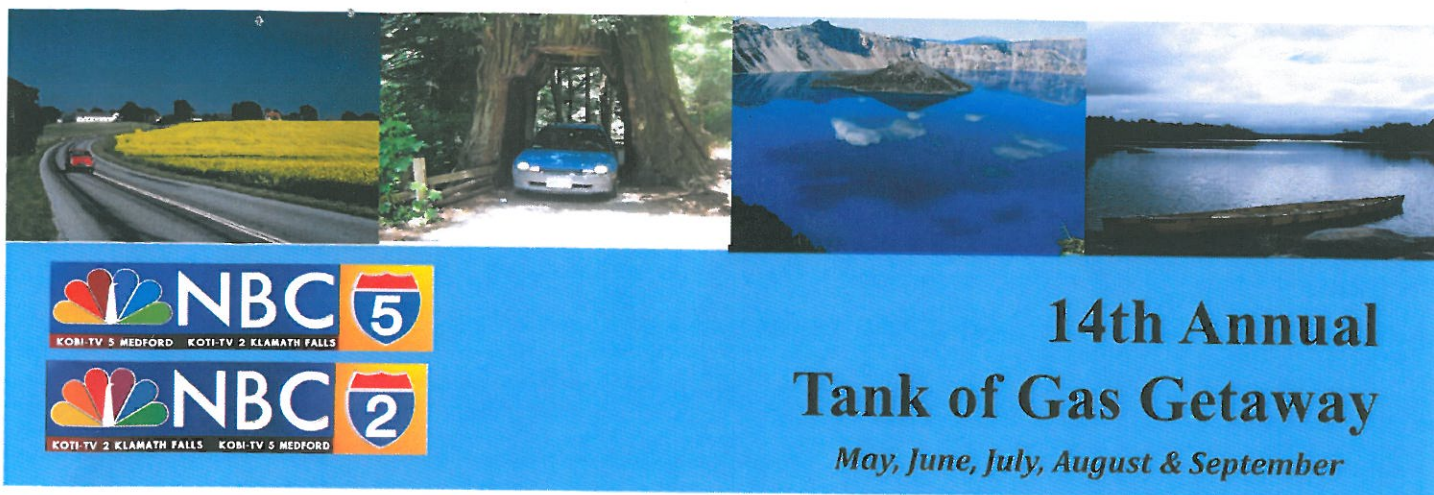
**7. NEXT MEETING SCHEDULED** - Next meeting scheduled for Thursday, March 20<sup>th</sup> at 4:00pm.

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

Respectfully submitted,

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



**Over the past Fourteen years, the *Tank of Gas Getaway* has been the most popular, innovative, and well-known promotional campaign produced in Southern Oregon and Northern California.**

The *Tank of Gas Getaway* is designed to:

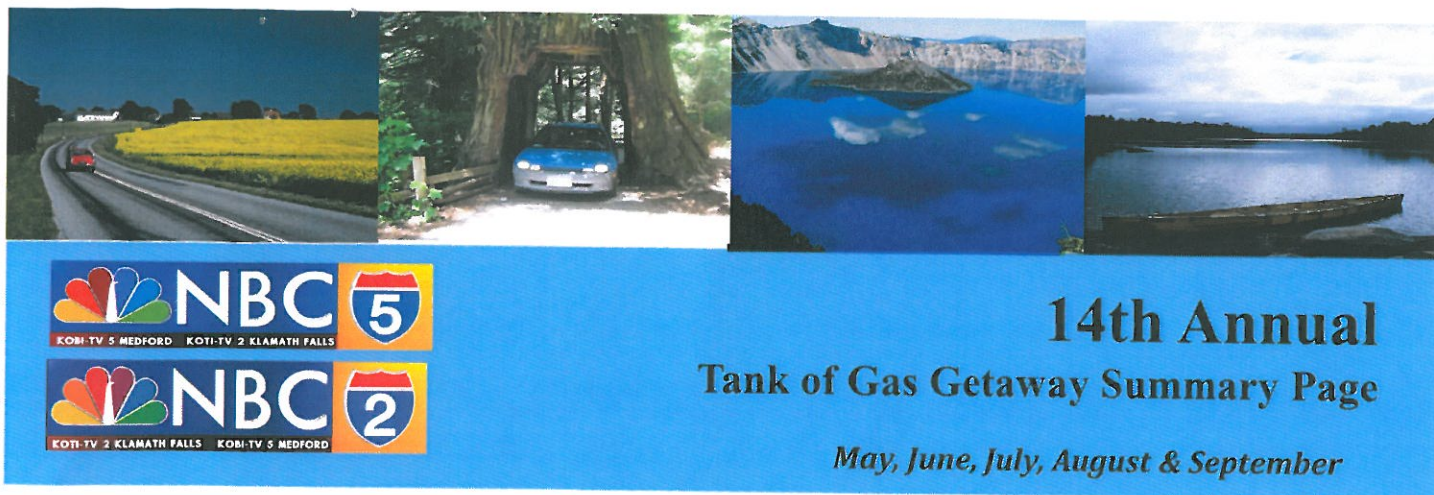
- Create awareness throughout the region of the local tourism opportunities that exist around us.
- Inform the 2 million tourists of all the diverse, unique, and fascinating destinations available in Southern Oregon & Northern California.
- Educate our local viewers about the opportunity for recreational activities that are right in our own backyards.
- Create opportunities for economic growth in our region's communities for businesses both large and small.
- Create the opportunity for YOUR business to attract a portion of the One Billion Dollars that tourists bring in to our area.

*NBC5/NBC2 will Produce 17 News Segments featuring a region and its attractions.*

*Segments to run in 6pm News on Thursdays and 11pm News on Fridays 6am*







KOBI TV NBC 5 will provide the following in support of the 2014 Tank of Gas.

The KOBI creative team will **produce** as part of this Sponsorship:

30 second promo for Tank of Gas Getaway

10 second billboard to precede each TOG Segment

04 second ID spot as a TOG official sponsor

#### Digital Elements:

Morning News Ticker – Your Business Logo on News Ticker 6a-7am M-F

Provide on KOB15.com TOG Web page with Links to your business web site

From KOB15.biz, 2 Premium Listings – TOG Category and one other Industry Category

KOBI+ Promotional Schedule including the TOG weekly news segments, announcements and promotion of TOG:

30 second Promo spots, Billboards and 04 id's to air on (shared)

**KOBI TV NBC5 and KOTI TV NBC 2 - 25x per week**

30 second Promo spots to air on

**THIS TV 25x per week**

News Segments

**Thurs 6pm, 11pm and Friday 6am**

Personalized broadcast schedule created specifically for your business







## 2014 TOG Title Sponsorship

**Only 1 available**

**May, June, July, August & September**

**The KOBİ creative team will produce as part of this Sponsorship:**

- 1 - 30 second promo identifying your business as the **TITLE** Sponsor of TOG
- 1 - 10 second billboard to precede each TOG Segment (shared rotation with all 5 official sponsors)
- 1 - 4 second ID spot as a TOG official sponsor (May thru mid-September 2014)

### Digital Elements:

From KOBİ5.com

**SOLD!**

From KOBİ5.biz, 2 Premium Listings – TOG Category and one other Industry Category

### KOBİ+ Advertising and Promotional Schedule including the TOG weekly news segments, announcements and promotion of TOG:

30 second promos identifying your business as the Title sponsor to air on KOBİ TV NBC 5 and THIS Tv (see summary page for details)

Personalized broadcast schedule to be created for your business.

### Your commitment as a Title Sponsor of Tank of Gas Getaway:

**\$14,500**

(to be billed over the months that your business is on air)

**Approved by:**

**Date**



We are excited to include  
KOBİ5.biz as an additional platform  
Giving your business coupon opportunities for  
Vacationers

California Oregon Broadcasting Inc., and its subsidiaries, does not discriminate in the sale of advertising time and will not accept any content which is meant to discriminate on the basis of race, gender or ethnicity.

\*Total value will depend upon if commercial produced in house or provided by another vendor.





## 2014 TOG Official Sponsorship

**Only 3 available**

**May, June, July, August & September**

### The KOBİ creative team will produce as part of this Sponsorship:

- 1 - 30 second promo identifying your business as an Official Sponsor of TOG (shared)
- 1 - 10 second billboard to precede each TOG Segment (shared rotation with all 5 official sponsors)
- 1 - 4 second ID spot as a TOG official sponsor (May thru mid-September 2014)

### Digital Elements:

From KOBİ5.com, a link to your business website

From KOBİ5.biz, 2 Premium Listings – TOG Category and one other Industry Category

### KOBİ+ Advertising and Promotional Schedule:

Shared 30-second weekly promos to air on KOBİ TV NBC 5 and THIS TV

Personalized broadcast schedule to be created for your business.

### Your commitment as an Official Sponsor of Tank of Gas Getaway:

**\$7,500**

(to be billed over the months that your business is on air)

**Approved by:**

**Date**



We are excited to include  
KOBİ5.biz as an additional platform  
Giving your business coupon opportunities for  
Vacationers

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\*Total value will depend upon if commercial produced in house or provided by another vendor.





## 2014 TOG Destination Sponsorship

*May, June, July, August & September*

### The KOB creative team will produce as part of this Sponsorship:

- 1 - 30 second promo identifying your business as a Destination Sponsor of TOG (shared)
- 1 – 30 second customized commercial featuring your business

### Digital Elements:

From KOB15.com, a link to your business website from the TOG Feature page

From KOB15.biz, 2 Premium Listings – TOG Category and one other Industry Category

### KOB+ Advertising and promotional Schedule:

Shared 30-second weekly promos to air on KOB TV NBC 5 and THIS Tv

Personalized broadcast schedule to be created for your business.

**Your commitment as a Destination Sponsor of Tank of Gas Getaway: \$3,000**  
(to be billed over the months that your business is on air)

Approved by:

Date



We are excited to include  
KOB15.biz as an additional platform  
Giving your business coupon opportunities for  
Vacationers

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CITY OF BROOKINGS

## City of Brookings

898 Elk Drive, Brookings, OR 97415  
(541) 469-1102 Fax (541) 469-3650

## Tourism Promotion Special Event Program

## Event Evaluation Report Form

*Within three (3) months of completing the event, the following information must be provided and turned into the City Recorder*

Event Title: Southern Oregon Crabfest Completion Date: 1/25/14Contact Person: Robert Grosz Phone: 541-661-4837

1. How was the funding used? (Examples: "Purchase flyers - \$\_\_\_\_," or "Purchase advertising in [name of publication] - \$\_\_\_\_. Detailed receipts are not required).

\$1,500 was used to rent the tent.

\$625 was used to purchase local advertising and printing materials. We advertised with KURY and the Pilot and the Beacon in Port Orford. With the help of the Pilot, we were able to get about \$1,800 of value.

\$1875 was used to purchase radio advertising covering southern oregon and northern california. With the help of KURY, we were able to leverage our monies to almost \$6,000 in value.

The Chamber of Commerce provided an estimated \$1,200 in advertising.

The City of Brookings and the "Donut" program's value is unknown, but at least two families came as a result of seeing those ads.

A website was created and facebook page regularly updated. It lent validity to the event with web and radio combined.

And additional estimated \$2,400 was spent in the form of signage, t-shirts, recognition, and other event promoting activities paid for by sponsorships and private donations.

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

It was estimated that between 3,000 and 4,000 people attended the event. Every 30 min during the crab races, I would ask how many were from out of town, 50% of the hands or more went up each time, with about 75 people watching the races. We had many dinner tickets (approx 40 sold online) that could be tied directly to outside the area. As was communicated to us by the owners or managers of local restaurants, and hotels that Saturday night business was booming. At least two of the hotels/motels had waiting lists. Additionally, business was up as the RV parks and the Port managed facilities. Unfortunately, the dinner tickets sold out before the bulk of the outside the area advertising hit. The parking lot was full most of the day. A glance of the license plates showed plates from as far away as AZ. Two travelers from Russia also made the trip over from the valley.

In early december, attempts were made to make relationships with local motels and hotels, specifically those in Brookings where the tax money comes from. Reception of the event idea was not well received. In coming years, with their support, we would be able to better track travelers information through registrations.

The event was not financially successful for the organizers, however that was not the first year's intention. Hurdles regarding

## vendor participation, crab boat support and general event feasibility

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: Robert Grosz Dated: 2/28/14Organization: Southern Oregon Crabfest



# City of Brookings

898 Elk Drive, Brookings, OR 97415  
(541) 469-1102 Fax (541) 469-3650

## Tourism Promotion Special Event Program Event Evaluation Report Form

*Within three (3) months of completing the event, the following information must be provided and turned into the City Recorder*

Event Title: 2<sup>nd</sup> Annual Christmas Tree Completion Date: 12/28/13  
Contact Person: Rexana Haynes Phone: 541 469 0219

1. How was the funding used? (Examples: "Purchase flyers - \$\_\_\_," or "Purchase advertising in [name of publication] - \$\_\_\_." Detailed receipts are not required).

\$150 for decorations  
\$350 for electricity

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

We didn't keep a head count because it was an extended public display but a best estimate would be 100-150 people. No way to track how many were from outside Curry.

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: Rexana Haynes Dated: 1-27-14  
Organization: Curry County Board of Realtors