

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, April 17, 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. Tent – Barbara Ciaramella & Ted Fitzgerald**
- 5. Informational Items**
 - a. Budget**
 - b. BiCoastal Media Info**
- 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 2014-15 BUDGET

Activity	Amount
Travel/Training	\$ 500
Events	\$ 12,000
Website/Social Media/Icon to Website	\$ 4,500
Advertising - TV	\$ 1,600
Advertising - Print	\$ -
Advertising - Radio	\$ 2,000
Event Tent	\$ 10,000
Administration	\$ 3,000
Visitor/Support Staff	\$ 9,641
Supplies/Materials	\$ 250
Total	\$ 43,491
Projected unexpended balance 2013-14	\$ 7,000
Project new revenue	\$ 37,000
Total Funds Available	\$ 44,000

Gary Milliman

From: Swiderski, Gary
Sent: Thursday, April 10, 2014 12:40 PM
To: gmilliman@brookings.or.us
Subject: Thank you for your time and information
Attachments: Bicoastal Media Station mix 2014.doc

Hi Gary,

Thanks very much for your time and information this morning. I look forward to working with you when the citizen's committee requests the information for the next radio buy. In the interim, I thought the attached document that details our five individual stations might be of interest to you. I look forward to being given the opportunity to promote the City of Brookings during your new fiscal.

Regards,

Gary Swiderski
Marketing Consultant
Bicoastal Media - Medford, Or.
541-494-4183 (Direct)
www.medfordadvertising.com

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BICOASTAL
ROGUE VALLEY, LLC



KISS 107 FM is the best choice for reaching young adults, especially women! Women 18-34 make up the core of the KISS target audience. KISS 107 connects with today's pop culture, it's hip and connected to young adults and their lifestyle and makes others feel young. KISS's music, promotions, and marketing strategy are designed to keep the hip consumer in mind, making KISS the perfect vehicle to reach young families and busy singles. www.107kiss.com.



KOOL 103 FM is your feel good anytime station that plays your all-time favorites around the clock! KOOL features familiar favorites that everybody, young and old alike knows and that stand the test of time. KOOL 103 is as comfortable as your favorite chair with the biggest hits from the 70s and 80s that appeals directly to women 35-54! KOOL's powerful 100,000-watt transmitter provides the station with one of the strongest, cleanest signals in the area. KOOL 103 has become the at-work companion for Southern Oregonians and continues to focus on listeners with the soundtrack of their lives. www.kool1035.com.



NewsTalk AM 1440 KMED is "Turning Up Your Voice" by targeting and touching Adults 35-64. This station is about **YOUR OPINION**. Each morning starts with live, local, stimulating talk and news on "The Bill Meyer Show". It's the most interesting local and national topics, guests, and listener opinions on what's important. KMED listeners are passionate and actively involved with the station all day. We're proud to feature nationally known and respected talk personalities including Rush Limbaugh, Sean Hannity, Glenn Beck, Michael Savage, and Coast to Coast AM with George Noory. www.kmed.com.



Q100.3 FM is Medford's heritage country music station, celebrating 30+ years serving the Rogue Valley with a fresh and fun country lifestyle! Jason Allen and Amanda Valentine start off the morning with their "Q Crew" Show at 5am followed by Bryce Burtner in midday and rounding out the afternoon is Q100.3 veteran Larry Neal. Q100.3 is a full service, personality driven, country music force, and has been the region's dominant country radio station for reaching adults 25-54 since 1980. It's no wonder that advertisers recognize Q100.3 as the fundamental cornerstone of their radio advertising buys. www.q1003.com.



ROCK 106.3 KZZE crafts a playlist with a fresh blend of classic and alternative rock favorites with the hottest new active rock...presented by personalities who live and love the rock lifestyle. Master of Metal, Mike Kincaid gets the day started with the most music in the valley, served up in tasty six packs. James Loy takes over at 10:00 before Marcus & Drew, the legendary Donkey Show, comes in at 2pm LIVE on KZZE. Listener participation and interaction has been paramount in KZZE's 18 years of success, targeting men 18-49. Make no mistake. Accept no substitutes. KZZE is Southern Oregon's REAL ROCK! www.kzze.com.