

# **City of Brookings**

## **MEETING AGENDA**

### **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, May 15, 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**

**6. Liaison Reports**

- a. Apple Box - Candice**
- b. City/Chamber/Port & Event Tent - Barbara**
- c. Events – Bob**
- d. Print Media – Joe – to provide rates and info for radio and Bi-Mart Coastal Concert in August**

**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, April 17, 2014**

**CALL TO ORDER**

Meeting called to order at 4:08 PM

**1. ROLL CALL**

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

*Absent:* Committee Member Skip Watwood

*Also present:* Admin Assistant Lauri Ziemer

Resignation of Committee member Ron McCreary accepted

**2. APPROVAL OF MINUTES**

Minutes of pervious meeting not completed for approval

**3. PUBLIC COMMENTS**

None

**4. ACTION ITEMS**

**a. Tent** – Invited guest Ted Fitzgerald unable to attend. Tim advised the Port may possibly still be interested in pursuing an Event Tent; Barbara will schedule a meeting with him to determine if Port is still interested. Barbara also shared idea of creating a Bikeshare, an outside the box tourism idea with start up costs of around \$10,000. Joe mentioned the need for more bike racks in town to encourage bikers to stop and look around. Committee invited her to do more research.

**5. INFORMATIONAL ITEMS**

**a. Budget** - Committee received the budget they created at the last meeting and were advised that it was presented to the City Council and approved. Committee requested date of joint workshop with City Council and Tourism Committee. Possibly May 5<sup>th</sup>, Lauri to confirm date and advise members of date so they can attend. Committee discussed residency requirements for committee members believing there should be a length of time of living in the area to qualify to be on the committee and would like to discuss at a future meeting. They agreed there has to be a fine balance of tourists and residents so as not to become a circus type tourist area. Candice suggested a workshop with the other City committees to communicate and create a vision about what Brookings is going to look like in ten years and share ideas to create a ten year plan to preserve its smallness but to also increase tourism/event attendance.

**b. BiCoastal Media Info** – Committee received the BiCoastal media information and Joe is to do research into radio stations in the Medford area for radio advertising to determine how much advertising the \$2000 allocated in budget will buy. Joe advised typically the radio agency will create the ad, but he is also willing write the ad and do the narrating.

**6. LIAISON REPORTS**

**a. TV/Channel 5** – City Council approved the two month contract extension with KOB, Gary to contact KOB.

**b. Apple Box** – Chris in process of sending videos to Joyce to be uploaded onto Brookings You Tube website.

**c. City/Chamber/Port Coordination** – previously discussed.

**d. Events** – Bob advised that the car show is coming up over Azalea Festival weekend. Barbara suggested a concert at Azalea Park would draw a large crowd also, committee discussed capability of organizations to coordinate such events and have a large attendance. Tim suggested a Brookings Event Committee that coordinates all events. Bob questioned if the RFP for the tourism website had been done yet.

**e. Print Media** – Joe to get rates and info to put a print ad in the Curry Pilot's special edition for the upcoming Bi-Mart Coastal Concert in August.

**7. NEXT MEETING SCHEDULED** - Next meeting scheduled May 15<sup>th</sup> at 4:00pm.

**8. ADJOURNMENT** - With no further business before the Committee, the meeting adjourned at 5:30 pm.

Respectfully submitted,

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Tim Patterson, Chair  
(approved at May 15, 2014 meeting)

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)**  
**MINUTES**  
**Friday, April 4, 2014**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

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

*Absent:* Committee Members, Ron McCreary and Skip Watwood

*Also present:* City Manager Gary Milliman

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of March 20, 2014; motion seconded and Commission voted; the motion carried unanimously.**

**3. PUBLIC COMMENTS**

None

**4. ACTION ITEMS**

**a. 2014-15 Budget Planning** – Gary explained budget procedure and committee discussed 2014-15 budget. While discussing the event tent Barbara advised she had provided Ted Fitzgerald of the Port with additional tent information and was advised that the port is putting the tent on hold and looking at lowering their liability and investment and possible other options. Barbara contacted Arlis Steele of the Chamber to determine if they were interested in contributing to the tent and Arlis requested further information on the tent to present to the Chamber members. Tim suggested inviting Ted Fitzgerald to the next meeting to discuss the tent further and determine if the Port was still interested in pursuing. Committee discussed adding another \$5000 to the event tent budget to for a total allocation of \$10,000 to the tent. Committee discussed extending Channel 5 TV ad contract for two months so summer events are covered. **Motion made to spend \$1600 from current budget to extend the TV ad contract with Channel 5 through the summer, motion seconded and Commission voted; the motion passes unanimously.** Committee discussed and reviewed 2014—15 budget line items. Determined \$500 to Travel/Training, Events \$12000, Website/Social Media/Icon to Website \$4500, Advertising – TV \$1600, Advertising – Print \$0, Advertising – Radio \$2000, Event Tent \$10,000, Administration \$3000, Visitor/Support Staff \$9641, and Supplies/Materials \$250. Gary advised that the City Council will be discussing to make the TPAC a formal commission or to continue as a committee at an upcoming City Council Workshop, Gary explained the differences. Council needs to decide if they want this committee to be an ongoing tourism program and hold commissioners responsible for administration or want a committee that recommends funding for tourism. Committee members in favor of staff continuing to provide administrative responsibility and support. Committee members questioned if a tourism brochure is available, Gary advised the chamber brochure is available. Gary advised an RFP would be required to pursue tourism website, and if committee would like to pursue it would have to go to Council. Barbara wondered if a tourism site could be incorporated into the City website if money was budgeted towards it, Candice did not believe a tourism website should be piggybacked with a city government website to tourists. Tim and Barbara suggested the committee create further event policies determining if they will consider funding on-going events and closer scrutiny of event funding requests. **Motion made to approve budget discussed to City Council, motion seconded and Commission voted; the motion passes unanimously.**

## **5. INFORMATIONAL ITEMS**

**a. Apple Box Media Invoice** – Gary provided Apple Box Invoice of \$5250, questioned if they had completed contract requirements. Candice advised videos are done, says Chris is willing to put up a You Tube page. Gary advised he would like to review if KOBİ had set up a YouTube account before Chris makes a new YouTube account. Joyce Heffington appeared before the committee and advised that KOBİ does have a City You Tube page and Chris can send videos to her to upload. She suggested committee members share the You Tube links. Candice advised Oregon Lifestyles is currently airing on five television stations in Oregon and Washington and online. Bob suggested possibility of airing in the Bay area market also.

## **6. LIAISON REPORTS**

- a. TV/Channel 5** – previously discussed.
- b. Apple Box** – previously discussed
- c. City/Chamber/Port Coordination** – Barbara provided more information on the event tent design, details, growth options, and warranty. Committee would like to invite Ted Fitzgerald to next meeting to discuss.
- d. Events** – Bob advised no new events have been proposed.
- e. Print Media** – Joe provided local Nielson ratings explaining that it provides a look at radio stations and determines how many people are listening.

**7. NEXT MEETING SCHEDULED** - Next meeting scheduled April 17<sup>th</sup> at 4:00pm.

**8. ADJOURNMENT** - With no further business before the Committee, the meeting adjourned at 6:17 pm.

Respectfully submitted,

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Tim Patterson, Chair  
(approved at April 17, 2014 meeting)