

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, July 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.** Outdoor Writers Association Proposal
- b.** Event Funding Request, Coastal Cooking Experience - Anne Bouley
- c.** Event Tent
- d.** Oregon Lifestyles DVD Proposal

5. Informational Items

6. Schedule Next Meeting

7. 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 – June 19, 2014

CALL TO ORDER

Meeting called to order at 4:12 PM

1. ROLL CALL

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

Absent: Tim Patterson

Also present: City Manager Gary Milliman, City Clerk Joyce Heffington, Finance Director Janell Howard and IT Consultant Brian Pachetti

2. APPROVAL OF MINUTES

Motion made to approve the minutes of May 29, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

a. Oregon Lifestyles DVD Proposals – Terri-Lynn Kalhagen of Makai Ohana Productions discussed their proposal to develop a video featuring Brookings that could be sold or used for promotional purposes. No action was taken.

b. Outdoor Writers Association Proposal – Brookings-Harbor Chamber President Arlis Steele, Crescent City/Del Norte Chamber Executive Director Jeff Parmer and Americas Wild Rivers Coast representative Cindy Vosbury made a presentation on their request that Brookings participate in hosting the Outdoor Writers Association of California fall conference. The conference will be at Lucky 7. Gold Beach and Crescent City have agreed to sponsor at \$3,000 each. Brookings-Harbor Chamber reported that they would be seeking \$1,000 in sponsorships and were seeking a \$2,000 contribution from the City. An itinerary is being prepared which would include locations in Brookings and Harbor. Barbara suggested hosting a dinner in Brookings instead of participating as a sponsor. Committee members asked if the Port was participating; Arlis advised she had not yet contacted them. Several committee members suggested a three-way split Chamber-Port-City at \$1,000 each. Various other ideas were discussed. No action taken.

c. Event Tent - No report as Barbara reported that she had not heard back from the Port.

d. Radio Advertising - Two proposals received from radio stations were presented. A third radio station said they would be submitting a proposal. The Committee discussed when the radio campaign should begin and generally agreed on September. No action taken.

5. INFORMATIONAL ITEMS

a. Festival and Events Risk Management – The City Manager reviewed a recent article on risk management for events that appeared in the June issue of Local Focus magazine. The article was written by the City's insurance carrier and discussed aspects of event risk and risk transfer.

b. City Tourism Website - Joyce Heffington made a presentation concerning the current City website and the Visitor module. The current module has additional capacity that is not being used due to staff limitations. The committee also discussed mobile applications. Staff explained that the City Council felt that the Committee should review the City website and have a discussion about what the Committee's goals for a tourism website were, and why those goals could not be met with the current website before further discussing a possible separate city tourism website. Committee members will review the City website and other websites further and discuss this matter again in July.

c. Agenda Packet Deadlines - The City Manager outlined deadlines for receiving items for placement on the agenda and explained the need for the public to have advance notice of matters that the Committee will be acting on.

d. Post Event Evaluation: Curry County Cruisers - The Committee received a Post Event Evaluation report from Curry County Cruisers. There was no discussion or action. The City Manager reported that the City Council wants the Committee to do a post-event review for each event receiving City funds.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for July 17th at 4:00pm. Bob reported that he will have proposals for two events and Skip reported that he will have a proposal for one event. Both were requested by staff to submit the proposals by the agenda deadline, which would be July 10.

The Committee discussed a possible special meeting to discuss the Outdoor Writers Association proposal and make a recommendation to the City Council. The Committee members were unable to determine a workable date for all members.

7. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 6:20 pm.

Respectfully submitted,

Chair
(approved at July 17, 2014 meeting)

CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: July 17, 2014

Signature (submitted by)

Originating Dept: City Manager

City Manager Approval

Subject: Outdoor Writers Association Proposal

Recommended Motion:

If the TPAC desires to move ahead with this proposal, and based upon the discussion at the June meeting: Motion to recommend to the City Council that the City contribute \$1,000 toward hosting the September 2014 Outdoor Writers Association of California conference on the condition that the Brookings Harbor Chamber of Commerce and the Port of Brookings Harbor also contribute \$1,000 each, and that America's Wild River Coast works with the City to develop an itinerary for writer visits to Brookings.

Financial Impact:

The approved City budget for TPAC programs does not include any funding for print advertising.

Background/Discussion:

The Brookings Harbor Chamber of Commerce and America's Wild River Coast (AWRC) requested \$2,000 toward hosting an Outdoor Writers Association of California event at Lucky 7 Casino. AWRC is seeking a \$3,000 contribution from each of the communities of Crescent City, Brookings and Gold Beach to fund hosting of the Outdoor Writers Association of California September Conference at Lucky 7 Casino. The Brookings Harbor Chamber of Commerce has pledged to secure \$1,000 in sponsorships. Both the Chamber of Commerce and or City of Gold Beach have approved participation at \$3,000. It is estimated that 50-75 travel writers will attend the conference and participate in outdoor recreation tours. It was suggested at the June TPAC meeting that the City participate in a three-way split of the \$3,000 which would include \$1,000 each from the City, Chamber and Port District. TPAC member Ciaramella agreed to contact the Port concerning this matter and also suggested hosting the conference participants for a dinner in Brookings rather than participating with a cash contribution.

Attachment(s):

- a. Email from Chamber President Arlis Steele.

From: Arlis Steele [mailto:arlis@brookingsor.com]
Sent: Friday, May 30, 2014 6:19 PM
To: 'Gary Millman'
Cc: Jerry W. Law; Ken Bryan; Pam Deratta; Terry Adams
Subject: Outdoor Writers Association of California

America's Wild Rivers Coast has negotiated with OWAC and Lucky 7 Casino to bring the OWAC to the Wild Rivers Coast; to accomplish this, Crescent City, Brookings, and Gold Beach are each committed to cover \$2,900 of the overall cost. This would bring a large group of professional writers and photographers to our area. The Chamber's of each area are working with their members to provide the outdoor recreation and experience for the writers/photographers as well as asking for sponsorship to cover their areas \$2,900 commitment. We are asking the Tourism Promotion Advisory Committee to make the recommendation to the City of Brookings to contribute \$2,000 towards the OWAC. I will have more details and a valuation of the writers/photographers in the upcoming week.

When will TPAC meet again? Who shall I speak with to have OWAC added to the agenda?

Arlis A. Steele
President/CEO
Brookings-Harbor Chamber of Commerce
(541)469-3181
brookingsharborchamber.com
facebook.com/BrookingsHarborOregon
The **PULSE** of America's Wild Rivers Coast

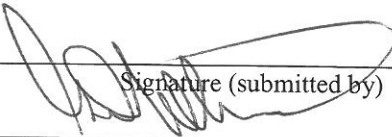
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: July 17, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Event Funding Request: Anne Boulley

Recommended Motion:

If the TPAC wishes to provide funding for this event: Motion to recommend to the City Council that the City allocate \$1,000 to Anne Boulley to assist in funding the Coastal Cooking Experience event on October 4, 2014.

Financial Impact:

See below.

Background/Discussion:

Anne Boulley is requesting an event grant of \$1,000 for a new event proposed for October 4, 2014. The event would be a coastal cooking demonstration and gourmet market at Brookings Harbor High School.

The budget submitted with the application estimates \$1,800-2,600 in revenue with estimated expenses of \$1,200. The proposal does not identify a need for the requested funding.

Attachment(s):

- a. Letter and proposal from Anne Boulley.

Event Title: <u>Coastal Cooking Experience</u>		Amount Requested <u>\$1,000</u>	
Event Description: <u>a celebration of coastal cuisine, cooking demos and a gourmet market</u>			
Event Date/s: <u>Oct. 21, 2014</u>			
Location: <u>B.H.H.S. gymnasium</u>		Location secured? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Event Goals: <u>to have 300 or more attend to watch cooking demos, participate in cooking contests and to shop the gourmet market.</u>			
Please explain how this event will be sustained after the first year: <u>for 2015 - More sponsors, a gala dinner and auction to benefit event & local charity, more advertising via other events.</u>			
Sponsors/Investors: <u>Oxenfre Public House, Alexandre Farms - more soon</u>			
Budget			
Income		Expenses	
Fees Collected	\$ <u>300</u>	Facility/Venue Costs	\$ <u>200</u> + custodian
Admissions	\$ <u>1,000-1500</u>	Insurance	\$ <u>TBD</u>
Concessions	\$ <u>500-800</u>	Advertising	\$ <u>600</u>
	\$	Supplies	\$ <u>400</u>
	\$		\$
	\$		\$
TOTAL	\$	TOTAL	\$ <u>1200+</u>
Methodology for evaluating events success in terms of bringing visitors to the Brookings area: <u>Based on previous experience holding cooking classes at \$50 pp & helping with chef demo organizing at larger festival (50,000+). Harvest time great for Fadies</u>			
Contact Person: <u>Anne Bouley</u>		Phone: <u>541-254-0639</u>	
Organization: <u>N/A</u>		Address: <u>830 Ransom Ave A</u>	
If more space is required please attach additional pages <u>Brookings, OR</u>			

Similar to Chocolate Festival But with more for people to do and participate in.

Anne Bouley
830 Ransom Ave, Apt. A
Brookings, OR 97415

June 28, 2014

Mr. Milliman and members of Brookings Tourism Promotion Advisory Committee:

I am putting together an event that I think will create a positive and progressive image for Brookings. It will attract people who love good food. Those people often spend more money elsewhere in the community. This event, titled "Coastal Cooking Experience" will be celebrating the food scene of the beautiful Southern Oregon Coast. This will be a day of cooking demos provided by area chefs who get to come out of the kitchen and show off a little. The public benefits from learning how to prepare local foods and sample the chef creations. Cooking contests open to the public will include a pretzel rolling contest, cupcake wars (decorating) and a Brookings version of "Chopped" much like the popular TV program. The only vendors will be food related producers who help highlight our culinary best.

Five years ago I was well established as a food writer for magazines and newspapers in Michigan. I currently write the column "Artisan Cuisine" for The Triplicate. I hosted a food related TV show for public access and enjoyed putting a spotlight on restaurants, chefs, winery owners, etc. Since moving here to the Brookings area I have had the unique opportunity to work as a chef myself and have enjoyed teaching cooking classes to many people including students. My position makes me feel confident that I can bolster support for this fun and educational event. The event has received willing interest from several chefs and a small, but growing team of volunteers who are committed to making this event successful. I rented the high school gymnasium and am currently working on sponsors to help with financing. I have secured the domain "CoastCooking.com" for advertising and advanced ticketing. I am seeking additional financial support from the committee to cover costs to obtain insurance and any permits necessary. The more funding, the more we can offer people to do when they aren't watching cooking demonstrations. Eventually I would like this event to be substantial enough to invite a cookbook author or award winning chef who can draw a larger crowd from all directions. I would also like plan for next year a separate Grand Gala dinner the night before. This would

encourage visitors from out of town to attend for the weekend. It would be an opportunity to raise money for an important charity or cause.

I would be happy to come and share my vision for this food event with the committee and answer questions and share ideas. It is my deepest goal that this becomes something I can build and maintain in Brookings for a long time to come.

Sincerely,

A handwritten signature in blue ink that reads "Anne E. Bouley". The signature is written in a cursive, flowing style with a long horizontal line extending to the right.

Anne Bouley

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: July 17, 2014

Signature (submitted by)

Originating Dept: City Manager

City Manager Approval

Subject: Event Tent

Recommended Motion:

Discussion and possible recommendation to City Council.

Financial Impact:

\$10,000 is available for this project.

Background/Discussion:

TPAC Member Barbara Ciaramella has been working with representatives of the Port of Brookings Harbor in researching the possible joint purchase of an event tent. A progress report will be provided at this meeting.

CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: July 17, 2014

Signature (submitted by)

Originating Dept: City Manager

City Manager Approval

Subject: Oregon Lifestyles DVD Proposal

Recommended Motion:

If the TPAC desires to proceed with this matter: Motion to recommend to the City Council and expenditure of \$4,500 in Transient Occupancy Tax funds to contract with Makai-Ohana Productions for the production of a Brookings visitor video.

Financial Impact:

No funding is specifically budgeted for this project, although it could be considered in the general category of "Website/Social Media" (\$4,500 budgeted).

Background/Discussion:

Terri-Lynn Kalhagen has proposed the production of a marketing DVD that could be sold at visitors center, local businesses, used for mail-outs or shown on the local public access channel. Kalhagen made a presentation on this matter at the June 19 TPAC meeting and action was deferred to the July meeting.



GARY MILLIMAN

City Manager

Credentialed City Manager

International City Management Association

MEMORANDUM

Office of the City Manager

TO: TPAC

DATE: July 14, 2014

SUBJECT: Late Items

Staff received two requests for placement of items on the July 17 TPAC agenda on Friday, two days after the agenda preparation deadline.

Neither of these items is on the public agenda.

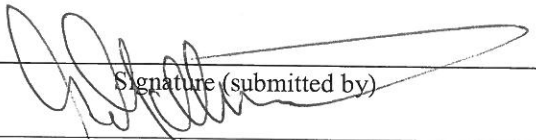
If the TPAC wishes to consider either of these items, there will need to be a motion passed to do so.

Agenda reports are attached.

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: July 17, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Funding Request for McVay Rock Disc Golf Course

Recommended Motion:

Advise the applicants to return when they have more developed proposal, including a budget, diagram of the project, identification of other participating parties, consent from Oregon State Parks, schedule for construction and an explanation as to how this project will increase tourism to Brookings.

Financial Impact: See below.

Background/Discussion:

This “event” funding application was submitted by Bob Pieper.

The Southern Oregon Disc Golf Association is seeking \$4,000 in Transient Occupancy Tax funding for the construction of a nine-hole disc golf course at McVay Rock State Park. McVay Rock State Park is located on Ocean View Drive approximately four miles south of the City.

The proposal contains no budget, no information about the total project cost, no schedule, no information on any other participants. Thus, there is insufficient information provided in order for staff to evaluate the proposal.

This is a capital project, not an event.

Attachment(s):

- a. Event Proposal from Southern Oregon Disc Golf Association.

Event Title: McVay Rock Disc Golf Course Amount Requested \$ 4,000.00

Event Description: Permanent Disc Golf course at McVay Rock state Park.
Free to play!

Event Date/s: All Year long!

Location: McVay Rock State Park Location secured? Yes ☒ No ☐

Event Goals: Install a "Pro-Grade" 9-hole, disc golf course that is
FREE for any & all to play.

Please explain how this event will
be sustained after the first year: Regularly Scheduled Tournaments and
Continuous fund raising.

Sponsors/Investors: To be determined

Budget

Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	
	\$		Supplies	\$	
	\$			\$	
	\$			\$	
TOTAL	\$		TOTAL	\$	

Methodology for evaluating events success in
terms of bringing visitors to the Brookings area: _____

Contact Person: Shane Stephens / Ryan Lathorpe Phone: 541-469-9398


Organization: Southern Oregon Disc Golf Assn. Address: P.O. Box 4632, Brookings

If more space is required please attach additional pages

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: July 17, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Cape Blanco Music Festival and Go Wild Rivers Coast Mobile App

Recommended Motion:

Consider adding the Cape Blanco Music Festival and Go Wild rivers Coast Mobile App items to the agenda. Discussion and direction to staff.

Financial Impact: Unknown

Background/Discussion:

The attached email was received on Friday.

The information provided is not sufficient to enable staff to evaluate the proposal.

Attachment(s):

- a. Email from Cindy Vosburg

Gary Milliman

From: Cindy Vosburg
Sent: Friday, July 11, 2014 11:32 AM
To: gmilliman@brookings.or.us
Cc: Charlie Kocher
Subject: Tourism Meeting

Hi Gary, would you please put me on your next meeting agenda to present to your committee two items; A special edition the Pilot and Triplicate will deliver to all 1700 camp sites at the Cape Blanco Music Festival and our new "Go Wild Rivers Coast" Mobile App.

I will be representing the Pilot and Triplicate newspapers.

Also perhaps I can get an update on your decision for the OWAC conference, representing the Visitor Bureau of Del Norte.

Thanks so much, Cindy

--

Cindy Vosburg
Publisher
Del Norte Triplicate 707-464-2141
Cell Phone 541-251-0591

GO SOUTH

ON WILD RIVER'S COAST

**Reach Over 36,000 Readers and
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Invite the Cape Blanco Country fans to "Go South"

The Curry Coastal Pilot and Del Norte Triplicate will publish a special edition, hand-delivered to the 15,000 visitors expected at the first Cape Blanco Country Music Festival.

The goal is to invite those visitors to "Go South" after the concerts at Sixes. We will fill it with good reasons to come south after the festival and spend time in our communities. This is the perfect spot to place your advertising message and bring in new business!

Advertise in this section and you can get three ads for the price of two! Your special section ad can repeat in BOTH the Pilot and Triplicate for just ONE repeat rate on Saturday, Aug. 2.

Sizes Available:

2 col. by 2 inches up to
5 col. by 10 inches

Pricing:

Contract rates apply!

Color as available:

\$5 per column inch

Deadline:

Monday, July 21

Schedule

- Thurs., Fri., Sat. and Sun. July 31 to Aug. 3
available at the Triplicate and Pilot Booth
at Cape Blanco Music Festival
- Sat. Aug. 2 - delivered to 1,700 camping sites at
Cape Blanco Music Festival
- Sat. Aug. 2 - Published in Pilot and Triplicate



**Del Norte
TRIPLICATE**

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COASTAL PILOT**

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A **FREE** GPS-driven mobile app created specifically for the **Wild Rivers Coast**, covering the area of Orick, CA to Bandon Dunes, OR. You'll discover what to do, when and where to do it. It's local information that is valuable to residents and travelers alike. An easy and innovative way to find everything you want to enjoy on the **Wild Rivers Coast**!

Benefits of Mobile App

- Is constantly with the user, particularly when traveling.
- Gives real-time directions to user to bring them to your business.
- Provides links to your business websites and email.
- Offers ability to do mobile coupons, menus, photos, slide shows, video, postcards, Facebook and Twitter shares.

- The Global Mobile Data Traffic Forecast notes that mobile data usage continued its trend of tripling annually last year – and has done so for the last three years.
- 40% of smartphone Net use happens in the home
- 25% at work
- 35% in transit

CURRY
COASTAL  PILOT

507 Chetco Avenue, Brookings, OR

541-469-3123

www.CurryPilot.com



Del Norte
TRIPPLICATE

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707-464-2141

www.triplicate.com

GO WILD RIVERS COAST

FALL WINTER 2014

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**Publishes
Saturday August 30**

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- Full color on every page
- Delivered to visitor centers throughout Oregon and California and tourist destinations, hotels, motels and restaurants from Eureka to Coos Bay, all along Hwys. 101 and 199
- Includes stories, photographs and advertisements showcasing places to go and things to do in Curry and Del Norte Counties

**SALES DEADLINE
FRIDAY, JULY 25**

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www.gowildriverscoast.com

SIZE	PRICE
Full Page	\$1,145
<i>Spring Pickup</i>	<i>(\$695)</i>
Half Page	\$765
<i>Spring Pickup</i>	<i>(\$470)</i>
1/4 Page	\$465
<i>Spring Pickup</i>	<i>(\$285)</i>
1/8 Page	\$345
<i>Spring Pickup</i>	<i>(\$215)</i>

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