

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, September 18, 2014 - 4:00pm**

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

### **1. Roll Call**

### **2. Approval of Minutes**

- a. August 21, 2014

### **3. Public Comments**

### **4. Action Items**

- a. Central Building Centennial Event Proposal
- b. Event Tent

### **5. Informational Items**

- a. John Roberts – Japanese Tour Guide Group info
- b. Branding
- c. Expense Report

### **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 – August 21, 2014**

**CALL TO ORDER**

Meeting called to order at 4:04 PM

**1. ROLL CALL**

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

*Also present:* Mayor Ron Hedenskog, Public Works Admin Assistant Lauri Ziemer

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of May 15 2014; motion seconded and Commission voted; the motion carried unanimously.**

**Motion made to approve the minutes of July 17, 2014; motion seconded and Commission voted; the motion carried unanimously.**

**3. PUBLIC COMMENTS**

Two citizens advised that Bud Halliday's Carousel had been granted non-profit status and expressed their desire to have the carousel down at the port where it would be more visible. This item has not been brought before the commission or City Council for approval and no location has been determined.

**4. ACTION ITEMS**

**a. Go Wild Rivers Coast Mobile App** – Jim Laity did not appear to present the Go Wild App information. Skip advised that 1300 people had downloaded the app and 500 people are using it. He thought it was a great tool, but believes it is mainly for advertising and expensive. Thinks Pilot is competing with larger internet providers like Trip Advisor and doesn't know if app will reach enough people. No further action taken.

**b. Radio Advertising Proposals** – Joe Willett believes Radio Medford would provide the best coverage with a generic ad and customized tags at the end catered to the time of year and upcoming events. **Motion made by Bob Pieper to approve \$2128 in funding to Radio Medford with Joe Willett assisting with radio ads.** Committee thought to start advertising two weeks before any planned event such as Oktoberfest, Azalea Light Festival, or Crabfest and questioned if advertising had to be consecutive or could be staggered over three months for when events are planned. **Motion seconded and Commission voted; the motion carried unanimously.** Matter forwarded to the City Council.

**c. Event Tent** – Tim Patterson advised that the Event Tent proposal went before the Port Commission, but met with mixed reviews. Ted Fitzgerald to check further on an event tent that is owned by the Florence Chamber and how it is managed and report back to the Port within the next 30 days. Tim also got a proposal from a tent company in Canada that had smaller module connecting tents that might be considered. Ted would like to participate further with TPAC on tourism events with the Port and determine how many events might plan to use a tent. Barbara offered to contact business owners to find out if they would support a tent for possible use or events. Matter tabled until next months meeting.

## 5. INFORMATIONAL ITEMS

**a. Rogue Relay** – Ron Hedenskog advised that the City had been approached by Rogue Relay, a group that has conducted a large running event in June for the past two years and that currently ends in Gold Beach, about the possibility of ending the event at Azalea Park this year. They had requested a \$2500 sponsorship, park fees be waived, portable showers and a catered dinner. Ron indicated that Gold Beach is not happy with the proposed change. The City Council has agreed to contribute \$2500 and a waiver for park use fees. **Motion made by Bob Pieper to approve \$2500 sponsorship from Transient Occupancy Tax Revenues; motion seconded and Commission voted; the motion carried unanimously.** Matter pending upon hearing from Rogue Relay if they decide to change ending point to Azalea Park.

**b. Budget Status** – Committee reviewed revenue and expenses. Committee was advised that the Coastal Cooking Event by Ann Bouley has been canceled and the \$1000 event fees returned. Currently the remaining TPAC budget balance is \$21,800.45.

**c. Festival of Arts Eval Form** – Reviewed Evaluation form for the recent Festival of Art Event. Committee members who attended thought it was very successful and a very good location for the event. Tim asked if the group requested monies again next year if anyone thought the committee should approve the request and Candice stated she thought it would be approvable so that the event continues to grow and remains successful. Skip suggested developing a contact, mailing or email list to notify people of upcoming events and encourage tourism. Candice suggested a monthly calendar that is sent out to everyone on the website email list.

**d. Branding** – Ron Hedenskog brought up information he recently learned of about “Branding” local names and logos for possible income, committee agreed to discuss further a next meeting.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for September 18<sup>th</sup> at 5:38 pm.

**7. ADJOURNMENT** - With no further business before the Committee, the meeting adjourned at 6:08 pm.

Respectfully submitted,

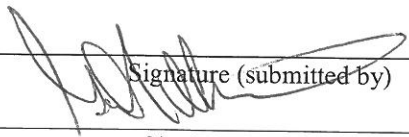
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Tim Patterson, Chair  
(approved at September 18, 2014 meeting)

**CITY OF BROOKINGS**  
**TOURISM PROMOTION ADVISORY COMMITTEE**  
**AGENDA REPORT**

Meeting Date: September 18, 2014

Originating Dept: City Manager

  
\_\_\_\_\_  
Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject: Central Building Centennial

Recommended Motion:

Discussion and possible recommendation to the City Council.

Financial Impact:

Request is for \$5,000.

Background/Discussion:

Attached is a completed Tourism Event Proposal submitted by Jennifer White and Carolyn Milliman in connection with the Central Building Centennial Event being planned for February 27-May 1, 2015.

The Central Building is the only site within the City that is listed on the National Register of Historic Places. The proposed event is actually a series of events to be held over a period of three days. Events that would attract visitors will include walking tours, local history presentations, musical performances and an art show. Members of the Brookings family are expected to attend. Invitations have also been extended to representatives of the National Register of Historic Places and the Brookings Institute.

The applicant has submitted a detailed budget, including a list of community sponsors who have made in-kind and monetary commitments to date.

Attachment(s):

- a. Event Proposal

<b>Event Title:</b> 100 <sup>th</sup> Central Building Celebration	<b>Amount Requested</b> \$5,000
<b>Event Description:</b> The Central Building located in Brookings, Oregon is celebrating the 100 year anniversary in 2015 (1915-2015). Event to include walking tour, ribbon cutting/celebration (including cake), Saturday Evening Music, Friday night kickoff reception, community photography to commemorate this historic event, school children participating in essay writing contest, local artist participating in Art Contest, Antique Car Show, VFW, presentations/speakers, historical photographs,	
<b>Event Date/s:</b> February 27, 2015-Mar 1, 2015	
<b>Location/s:</b> Central Building (Downtown Brookings), Walking Tour to include most of Downtown Brookings, Lutheran Church for 2/28/15 Evening Music, Activity Center for 2/27/15 Kickoff Reception	
<b>Location Secured?</b> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
<b>Event Goals:</b> To attract visitors to Brookings during off tourism season (Feb/Mar 2015 that are interested in learning about the rich history we have here in Brookings, Oregon. Visitors will stay in local hotels, eat at local restaurants, and visit local businesses as they walk/drive past local business while on the walking tour and attending the various events. Local businesses that agree to sponsor our event will be included in advertising and signage for event.	
<b>Please explain how this event will be sustained after the first year:</b> A Walking Tour Brochure for the Downtown Brookings area will be created for use during our event. With minor alterations the brochure could be used by future city visitors. Perhaps they could be placed in designated areas throughout the Brookings area (examples: visitor center, city hall, Central Building lobby)	
<b>Sponsors/Investors:</b> See budget information provided regarding sponsor information	
<b>Methodology for evaluation events success in terms of bringing visitors to the Brookings area:</b> Tourism dollars entering Brookings; community involvement; school children learning about Brookings history as they research essay contest; everyone having a great time.	

<b>Contact Person:</b> Carolyn Milliman/Jennifer White	<b>Phone:</b> 541-412-7479/323-397-7200
<b>Organization:</b> 100 <sup>th</sup> Central Building Anniversary	<b>Address:</b> 1090 Parkview Dr., Brookings, OR 97415
	<b>Email:</b> <a href="mailto:BrookingsCentralBuilding@yahoo.com">BrookingsCentralBuilding@yahoo.com</a>
If more space is require please attach additional pages	



## Budget

Income		Expenses	
Need donated Food for Friday Night Kickoff Reception	\$1,000	Food for Friday Night Kickoff	\$1,000
Need donated Cake/Cupcakes	\$1,000	Cake for Saturday Celebration	\$1,000
Estimated Sale of Tickets for 2/28/15 Evening Music	\$1,500	Venue for Saturday Evening Music	\$500
		Saturday Evening Musician	\$1,000
Sale of Promotional Items (T-Shirts, Pins, Caps, etc.); cover cost of production and design	\$3,000	Cost of Promotional Items (T-Shirts, Pins, Caps, etc.); cover cost of production and design	\$3,000
Oregon Realtor & Owner of Central Building (Gossett/Beale)	\$500	Balloons	\$300
		Insurance	\$100
		Pelican Art Contest	\$100
City of Brookings Tourism	\$5,000	Walking Tour Brochures	\$3,000
		Signage/Advertising	\$2,000
Sponsors		Celebration Supplies	\$1,000
Les Schwab	\$100	School Essay Contest Awards	\$1,000
Feather Your Nest	\$50	Traffic Control/City Permits	\$500
Dottie's Corner	\$50	Portable Restroom Rental	\$500
Gypsies Gifts	\$50	Helium Air for Balloons	\$500
Individuals/Families contributing \$50 each (2)	\$100	Microphone/Sound System for Saturday Celebration Ceremony	\$200
Milliman/White Family	\$700		
Potential Sponsors Contacted (approx. 50 businesses @ \$50 each or more); See attached list	\$2,500-5,000	Rental of space in downtown building for Stout Railroad	\$200
<b>TOTAL</b>	<b>\$15,550-\$18,050</b>	<b>TOTAL</b>	<b>\$15,900</b>
Sponsors Providing Services	Services	Optional Additional Expenses	Optional Exepenses
Chetco Activity Center	Venue for Friday Night Kickoff	Tent Rental (if rain)	\$1,000
VFW	Use of Hall during Saturday Event	Historical Displays/Frames	\$1,000
Emblem Club	Providing Docents during Saturday Event	Presentation/Speakers	\$500
Seaview	Use of Van during Saturday Event	Central Building Setup	\$1,000
Curry Electric	Magazine Article	<b>Total</b>	<b>\$3,500</b>
Pilot Newspaper	Articles/Ads for Event		
Radio Station	Ads		
Harbor-Brookings Chamber of Commerce	Assist with Promoting Event		
CWC Graphic Artist	Donate graphic design skills		
Brookings Sign	Banners at cost; 10% discount and free bumper stickers		
The Pacific Rim Print Shop	Provide at cost printing plus discount		
Antique Car Show	Antique Car Show to take place during Weekend		
Redwood Theater	Use of Theater for Presentations		



<b>Potential Sponsors Contacted</b>
• Ray's
• Fred Meyer
• US Bank
• Umqua Bank
• Evergreen Bank
• Ace Hardware
• Curry Network Medical
• Oil Can Henry
• Edwards Jones
• State Farm
• Lucky 7 Casino
• Stout Railroad
• Dr. D Automotive
• Chevy Dodge, Car Dealer
• Remax Realty
• Integrity Financial
• Crowell, Benz, and Hartwick
• Curry Good Sam
• Salsa Suzy
• Mentor Oregon
• BNF
• Pisces Fish Company
• Chetco Etc. Coffee
• Divine Spark
• Wisetails
• Sea Mist Botanicals
• Nails 101
• Dr. Hodges Chiropractic
• Dairy Queen
• La Flora Mexican Restaurant
• The Snug Restaurant
• The Health Store
• Bi-Mart
• Harbor Tattoo
• Dr. Walker
• Coast Auto
• Jones Investment
• Caldwell Banker
• First Title
• Manley Art Center
• Wild Bird
• Chase Bank
• Gold Beach Lumber
• Manley Art Center Members

**TPAC EXPENSES FY 2013-14**

	<b>MEDIA TV</b>	<b>MEDIA Internet</b>	<b>MEDIA Print</b>	<b>Events</b>	<b>Travel</b>	<b>Visitors Center/ Personnel</b>	<b>Other</b>	<b>TOTALS</b>
July	\$ 755.00					\$ 4,576.19		\$ 5,331.19
August	\$ 2,000.00	\$ 5,250.00		\$ 2,000.00 BB Tourney	\$ 35.00			\$ 9,285.00
	\$ 790.00							\$ 790.00
September	\$ 685.00			\$ 500.00 BH Rotary				\$ 1,185.00
				\$ 300.00 Haunted House				\$ 300.00
October	\$ 825.00	\$ 8,000.00	\$ 3,309.00					\$ 12,134.00
November	\$ 2,500.00			\$ 1,000.00 Car Show				\$ 3,500.00
	\$ 825.00			\$ 4,000.00 Crab Fest				\$ 4,825.00
December	\$ 825.00			\$ 500.00 Xmas Tree				\$ 1,325.00
January	\$ 825.00							\$ 825.00
February	\$ 825.00							\$ 825.00
March	\$ 825.00	\$ 5,250.00			\$ 160.00	\$ 72.60		\$ 6,307.60
April	\$ 825.00							\$ 825.00
May	\$ 2,500.00							\$ 2,500.00
June	\$ 825.00			\$ 500.00 Art Festival				\$ 1,325.00
	\$ 825.00			\$ 1,000.00 Fireworks				\$ 1,825.00
<b>2013-14 EXPENSES</b>	\$ 16,655.00	\$ 18,500.00	\$ 3,309.00	\$ 9,800.00	\$ 195.00	\$ 4,648.79		\$ 53,107.79
<b>TPAC EXPENSES FY 2014-15</b>								
July								\$ -
August				\$ 1,000.00 Writers Conf				\$ 1,000.00
September								
October								
November								
December								
January								
February								
March								
April								
May								
June								
<b>2014-15 EXPENSES</b>				\$ 1,000.00				

\$245.00 Remainder on KOB1 2014 contract