

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, October 16, 2014 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. September 18, 2014

3. Public Comments

4. Action Items

5. Informational Items

- a. Brookings Brochure
- b. Financial Support for business groups to showcase their industry - Barbara

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 – September 18, 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: Public Works Admin Assistant Lauri Ziemer until 5:40, at which time Gary Milliman arrived to conduct meeting

2. APPROVAL OF MINUTES

Motion made to approve the minutes of August 21, 2014; motion seconded by Barbara Ciaramella and Commission voted; the motion carried unanimously.

The Committee unanimously agreed to add the McVay Rock Disc Golf Event Proposal to the agenda as item 4c which was provided too late to be on the printed agenda.

3. PUBLIC COMMENTS

Joe Willett commented on the recent Amgen Bicycle ride and the possibility of Gold Beach convincing them to finish in Gold Beach next year.

4. ACTION ITEMS

a. Central Building Centennial Event Proposal – Carolyn Milliman and Eldon Gossett presented proposal requesting \$5000 for the Central Building 100th Centennial Celebration planned for the weekend of February 27- March 1, 2015. They plan to involve the arts community, schools, businesses and the whole community along with individuals from Brookings, SD and the Brookings Institute. Requesting TPAC funds for event activities, advertising, signs and walking tour brochures. Several organizations have already committed to being involved. Committee questioned that the \$5000 request is over the amount allowed and that it is a one time event. Carolyn indicated that it is a one time occasion but hopes the event might generate interest to form a Brookings Historical group that would continue on with the walking tour and plan other events; and that the dollar amount requested was just a starting point. Committee agreed to wait until second event proposal was heard before voting.

b. Event Tent – Tim advised the event tent is on hold with the port, so no new info.

c. McVay Rock Disc Golf Event Proposal – Shane Stephens and Ron Cole presented proposal requesting \$4000 for a professional Disc Golf Tournament scheduled for January 17, 2015. The course at McVay Park is being expanded and will be finished by the tournament; none of the funds requested will be used for the course construction. Committee questioned number of participants, where they would be coming from, and if weather would affect the event. Advised they expect @75 participants coming from Coos Bay, Gold Beach, Grants Pass, and Crescent City and weather does not affect the event, will happen rain or shine. They advised that a large purse prize payout will draw players to the tournament. Gary provided information on a disc golf course in Grangeville, ID and the growing popularity of the event. Ron advised of other locations in the area that are interested in developing courses for the south coast that would help attract the next generation of tourists to the area for these type of tournaments.

After listening to both proposals and reviewing the budget and possible future event proposals, **Motion made by Candice Michel to grant \$3500 to the McVay Rock Disc Golf Tournament towards their inaugural tournament; motion seconded by Barbara Ciaramella.** Discussion included requesting the group contact local motels/hotels for special rates to encourage participants to stay in Brookings city motels. **The Commission voted; the motion carried unanimously.** Matter forwarded to the City Council.

Motion made by Candice Michel to grant \$2500 to the Central Building Centennial Event proposal as a major sponsor, motion seconded by Bob Pieper and Commission voted; the motion carried unanimously. Matter forwarded to the City Council.

5. INFORMATIONAL ITEMS

a. John Roberts – provided information and his point of view as a tour guide last March for a group of @19 Japanese tourists composed of private land, mill owners and a Forestry Coop group who came to see the Redwoods and stayed in Crescent City. He said the group expressed belief that more tourists would be interested in coming to visit the area. Difficulties arose with transportation, between airport landings and bus availability in the area. He believes that if there was some sort of local bus ground transportation available there is a potential market to bring tourists to the Brookings area and schedule events that could be arranged for them to stay several more days. Tim suggested the Senior Center bus, and John indicated that buses must be properly licensed and insured for tourist groups.

b. Branding – not discussed.

c. Expense Report – Committee reviewed revenue and expenses.

d. Radio Contract – Gary advised that the radio contract has been secured and they are preparing draft scripts for the ads. Committee questioned who is to oversee the advertising work, Gary advised he is and will review the ads with Joe Willett. Contract is for four consecutive months starting in October.

Committee would like to talk about a Brookings brochure and Barbara suggested a showcase type event for local businesses. Items to be discussed at next meeting

6. SCHEDULE NEXT MEETING - Next meeting scheduled for October 16th at 4:00 pm.

7. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 5:42 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at October 16, 2014 meeting)