



# MEMORANDUM

*Office of the City Manager*

**GARY MILLIMAN**

*City Manager*

Credentialed City Manager

International City Management Association

**TO:** TPAC

**DATE:** November 17, 2014

**SUBJECT:** Community Coastal Christmas

The attached was received on November 14 after the November 20 TPAC agenda was publicly posted and the meeting packet distributed.

If the TPAC wishes to consider this proposal, a motion to add it to the agenda will be needed at the meeting.

Please note that by not including this on the posted agenda is counter to the City's policy of conducting its public business in an open and transparent fashion as it provides no opportunity for the public to know that this matter will be considered at the public meeting. I encourage the TPAC to provide agenda items to staff in a timely manner.

Additionally, if the TPAC approves this request at the November 20 meeting, it will not be considered by the City Council until their next regularly scheduled meeting, that being December 8. Another reason for submitting proposals in a timely manner is that TPAC is an advisory committee, and projects recommended for funding by the TPAC can only receive funding upon City Council approval. Even if the City Council had not cancelled its second meeting in November, this item would have been acted on too late to make the City Council agenda of November 24, which would have been posted on the 20<sup>th</sup>.

Please also note that there has been no discussion with City Staff on how the street trees and light poles along Chetco Avenue will be decorated with electric lights.

City Staff does not oppose these types of projects, but wishes to emphasize the importance of pre-planning for the event and transparency in the use of public funds.

Cc: Public Works/Development Services Director

Event Title: Community Coastal Christmas Amount Requested \$ 1500<sup>00</sup>  
 Event Description: See Exhibit A in Brookings Harbor

Event Date/s: \_\_\_\_\_  
 Location: \_\_\_\_\_ Location secured? Yes  No   
 Event Goals: \_\_\_\_\_

Please explain how this event will be sustained after the first year: \_\_\_\_\_

Sponsors/Investors: \_\_\_\_\_

See Exhibit B **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: Compare Natures Coastal Holiday attendance numbers. Merchant fee back, Transit Tax numbers

Contact Person: Kathy Broshears Phone: 541-661-0009  
 Organization: Community Coastal Christmas Address: PO Box 874

If more space is required please attach additional pages

## Holiday 2014 Harbor Brookings Port Merchant Program

### By the 2014 Holiday Committee

#### 2014 Goals

Increase the Xmas lighting in Brookings, The Port, and Harbor.  
Create a gateway to famous Azalea Natures Coastal Holiday  
Promote the spirit of the season by encouraging events that connect Harbor, The Port, and Brookings.

#### Planned Action Items

Light approximately 30 of the City planted Chetco Ave trees and light poles on November 29<sup>th</sup>, helpers needed

Paint and light at least one window in 50% of the store front windows on Chetco Avenue, within Harbor, and at the Port on November 29<sup>th</sup>, helpers needed.

Expand the Port's Coast Guard Santa arrival on uptown to the Brookings Xmas tree via a Fire truck, float and car parade. Both of these locations include free Santa chats, photos, and gifts. The event takes place on December 6<sup>th</sup>.

Light and decorates the pocket park Brookings Xmas tree on Nov 29 helpers needed.

Evening caroling by various groups at the pocket park Xmas Tree.

A December 13 afternoon-evening Port hosted holiday party located on the boardwalk featuring the *lighting of the boats*, a menu to be announced, caroling, entertainment, and a kid area.

Promote other organization's holiday activities, calendar.

Elf on a Shelf merchant promotion.

Light the whales to be placed along Chetco Avenue.

Caroling with KURY radio 6-7 pm on Dec 18.

## Holiday 2014 Merchant Participation Survey

Harbor Brookings Holiday Budget					
Items		Revenue	Expenses	Totals	Descriptions
Totals		3500	3500	0	
Port Grant		1500	0	1500	
City Grant		1500	0	1500	
Donations		500		500	
Other					
Chetco Lights Trees			1500	-1500	30 trees at \$50 per tree
Port Lighting			500	-500	Jim said port was handling tenant lighting and party
Paints for windows			50	-50	
Advertizing			250	-250	Kury
City/Harbor/Port windows			750	-750	Light 30-50 windows 36 per- Lights and Battery 12V or 120V
Whale Lights			200	-200	
Advertizing			250	-250	Pilot

\_\_\_ Yes install battery operated xmas lights to one of my store front windows.

\_\_\_ Yes paint one or more of my store front windows.

\_\_\_ Yes I will participate in the Elf on a Shelf event.

\_\_\_ Yes I will provide decorations for my building's windows.

\_\_\_ Yes I would like to donate some funds to the Holiday project.

\_\_\_ No I do not wish to participate this year.

Business Name and Contact

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Holiday 2014 Contact Kathy Breshears

Email: breshearsjk@gmail.com

Phone: 541-412-0674