

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, August 15, 2013 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes**
- 3. Informational Items**
 - a. KOBİ Update**
 - b. Apple Box Update**
- 4. Action Items**
 - a. Appoint Chair**
 - b. Liaison Assignments**
 - c. Special Event Proposal**
 - d. Preliminary Discussion Re: Use of 2013-14 Funding**
- 5. Schedule Next Meeting**
- 6. Adjournment**

All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1102 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE
MINUTES
Tuesday, July 30, 2013

CALL TO ORDER

Meeting called to order at 4:02 PM.

ROLL CALL

Present: Committee members Candice Michel, Peter Spratt, Joe Willet, Ciaramella, Tim Patterson
Committee member Spratt left the meeting at 5:15 PM.

Also present: City Manager Gary Milliman, Councilor Jake Pieper, Pilot Reporter Jane Stebbins

INFORMATIONAL ITEMS

a- c. Emails from Makai Ohana Productions, Gerry Masterman, Dave Lacey re: kayak tours - City Manager Milliman briefly discussed emails received from Makai Ohana Productions, Gerry Masterman and Dave Lacey. He suggested return correspondence indicating that none of these activities were within the scope of the Committees current program of work and budget. Spratt offered to develop a response for use in such inquiries, Michel commented on an Oregon Lifestyles publication. Willet commented that the Committee should be looking at additional advertising programs.

d. Status of KOBİ 5 commercial -Milliman showed the KOBİ commercials - Committee members offered comments. Spratt said he would try and obtain a schedule for the showings from KOBİ.

e. Status of Internet Advertising Contract - Milliman reported that staff was finalizing the contract for internet advertising. He said there was a delay due to the contractor not having insurance, but that this matter was being resolved. Michel said she was discussing the project with the contractor. Michel requested each Committee member to contact her and tell her "what do you want to see and what do you not want to see." This will be placed on the next agenda.

ACTION ITEMS

a. Future Committee Structure/Project Assignments - Committee discussed the future organization and role of the committee in preparation for a joint August 5 workshop with the City Council. Spratt led the discussion. Three basic alternatives were discussed: 1) retaining the Committee as-is, 2) creating a new City-appointed committee with designated seats, 3) a joint committee with shared resources to include representatives of the City, the Port District and the Chamber of Commerce.

The Committee discussed the Committee role in approving the use of allocated funds; perhaps seeking Council authority to decide how the budgeted funds were to be used without going to the Council for approval of each project.

a. Collaboration with Port District and Chamber - A general consensus was that the City should be moving toward a structure which would involve a joint agreement among the City, Port District and Chamber of Commerce to pool their resources to fund a common tourism promotion program.

There was a general discussion about Committee membership; qualifications to serve on the Committee; on member concerns regarding how the Committee functions; and about how project assignments are made. This last discussion matter will be placed on the next agenda.

ADJOURNMENT

With no further business before the Committee, the meeting adjourned at 5:38 pm.

Brookings-Harbor Rotary Club



Off-Season Events
City of Brookings Tourism

➤ Description of the event, goals and sustainability:

Since 2005, Rotary Club of Brookings-Harbor has put on an event called, Ducky Derby, supporting the youth of the community. "Ducky Derby" is a commercial enterprise of a company named 'Game,' and on average, Rotary paid out \$8-9000 per year for the right to use the name "ducky derby."

In 2012, the Rotary board decided to forego this expense and create our own event, thus, Raining Cats and Dogs was born. Originally, Raining Cats and Dogs was planned as a fundraiser only. However, the response we have received from the business community and our partners for the event has made us realize the value of creating a community-wide, youth-oriented event. We now intend to make Raining Cats and Dogs Brookings' newest and most exciting two-day event. This year the event is scheduled for October 5th, beginning at 10am, with the helicopter drop scheduled at 1pm. (We intend to schedule the event always in the month of October.) On Saturday at 1pm, 5000 small rubber cats and dogs will be dropped onto a target on the kite field at the port. The winning dog or cat closest to the target will win the grand prize.

This first year, we will provide two bounce houses and a minimum of six youth-oriented carnival games and activities, with prizes for each and every child. All youth activities will be free. Our intent is to expand the number of activities and vendors each year. In addition to having vendors (food, drink, etc.) selling their goods, we will also have artisans and crafters selling their wares to the public. For 2014, our intent is to expand Raining Cats and Dogs to an all-day event, from mid-morning to early evening. In 2015, we intend to make Raining Cats and Dogs a two-day event; Saturday dedicated to a youth-oriented carnival/fair with the drop occurring Sunday afternoon.

This year we will be promoting this event with extensive print, radio and local merchant advertising from both partners and participating sponsors. Rotary will publish a special Raining Cats and Dogs supplement to the Curry Coastal Pilot, delivered to 15,616 Pilot readers throughout Curry County. It will be filled with highlights of the promotion, stories of how Rotary helps our communities and fun activities for children and adults alike. Also included will be print ads featuring all the sponsors and the message they want to send to readers. Additional copies will be available at select locations in Curry and Del Norte Counties. Three weeks leading up to the event, ads will appear in both the Del Norte Triplicate and Curry Coastal Pilot, marketing the big event. The event will also be marketed by posters in local businesses, radio ads, fliers, point of purchase materials, banners at the north and south ends of town, etc. Radio spots have been purchased for several outlying markets.

In future years, the advertising we are currently doing outside of Curry County will be expanded to areas north, south and east of Brookings, with the intent of attracting visitors from outside areas – with the ancillary benefit of filling hotels and restaurants in the off-season.

Having completed our Raining Cats and Dogs fundraiser, Rotary sought an opportunity to thank and reward our sponsor/partners and the community for the support they have shown. This would be patterned after Toad Suck, Arkansas event, which grew from a small fundraiser to one of the nation's largest community events, covered by nation-wide media (Good Morning America, etc.). While the southern Oregon coast may not have the population to draw 180,000 people, to a three-day event, certainly we can bring several thousand people to Brookings for a two-day event. Ask few old-timers how the kite festival started, 'cuz it started small.

Attachments:

- Brookings-Harbor Rotary: outlines past and ongoing Rotary projects, all with an emphasis on supporting our youth and the Brookings-Harbor community.
- Prize/sponsor participants
- Detailed event budget
- Methodology for evaluating event success

Off-Season Events
City of Brookings Tourism

Brookings-Harbor Rotary Club Projects

- Provide Food Pantry for BHHS students
- Expand Snack Pack Program at Kalmiopsis School
- Help Azalea School Saturday meal program
- Distribute free dictionaries to every third grader
- Provide free swimming lessons and water safety instruction for every third grader
- Operate Azalea Park Snack Shack for American Music Festival
- Host annual Bidders BBQ for 4-H Junior Livestock Auction at the Curry County Fair
- Provide annual funds for Sole Mates (shoe vouchers for needy students)
- Help children in the Ready-to-Smile free dental screening at area schools
- Help build handicapped access to the Capella in Brookings Azalea Park
- Host Exchange Student, this year from Belgium, and sponsor BHHS student to Bolivia
- Host annual Rotary Invitational Track Meet, ten teams and hundreds of athletes
- Help with Nature's Coastal Holiday in November and December
- Sponsor Interact at BHHS, helping students pursue service projects
- Four Rotary \$1000 scholarships
- Rotary volunteers for Azalea Scholarship Pageant
- Bring fresh produce to south coast food banks
- Support Gold Beach Rotary with their annual Curry Health Foundation event, which resulted in Brookings receiving medical diagnostic equipment
- Assisted five BHHS Interact Club members attend the Rotary International Peace Forum
- Sponsor three BHHS sophomores for Rotary Youth Leadership Award training camp
- Restroom remodel at the BHHS football field
- Improvements to Bud Cross Park

Off-Season Events
City of Brookings Tourism

Raining Cats and Dogs - 2013 Prize and Sponsor Participants (as of 7/15/13)

Always in Bloom	Integrity Financial
Artistic Trends	Kemp Auto
Mike Adams/"Chetco" book	Kentucky Fried Chicken
Babin Law	Kitanishi Café
Barron's Home Furnishings	Le Flor de Mexico
Best Western Beachfront	Les Schwab Tire Co.
Bi-Mart	Lilas
Black Trumpet Bistro	Lucky 7 – Smith River
Blue Waters Café	Mark Ritchie Construction
Book Dock	Matties
Brian Scott Gallery	McDonalds
Brookings Realtors	Musser Accounting
C & K Market	Nautical Inn
Cal Or Insurance	Ocean Diner
Chan's Restaurant	O'Holleran's
Chetco Sea Foods	Oil Can Henry's
Coast Auto	Onion Grill
Coast Heating	Pancho's Restaurant
Coos Curry Electric	Precision Eye Care
Crescent City Chamber of Commerce	Prehistoric Gardens, One Family Pass
Curry Coastal Pilot	Rancho Viejo
Curry Good Samaritan	Rice Bowl, \$20 Gift Certificate
Dairy Queen	Salmon Run, 4 Rounds of Golf
David Allen Insurance	Sears, Blower
Dotties	Sebastian's Restaurant
Dragon Place	Seaview Senior Living
Dutch Brothers	Spin Drift, One Night Stay
Edward Jones, Emily Rumiano	Slugs and Stones
Edward Jones, Terre Hodges	Subway
Feather Your Next	Superfly
Fifth Street Gym	Sutter Coast Hospital
Figaro's Pizza	Tea Room
Flying Gull Restaurant	Town and Country Vet
Fred Meyer	U. S. Bank
Gary Walbeck	Umpqua Bank
Gold Beach Lumber	Vista Pub
Grocery Outlet	Dr. Doug Walker
Gypsies	Whales Tail
Hagen's Dry Cleaners	Wild Bird, Bath & Beyond
Har-Brook Jewelers	Worlton's
Hungry Clam	

Off-Season Events
City of Brookings Tourism

Raining Cats and Dogs

2013 Projected Budget

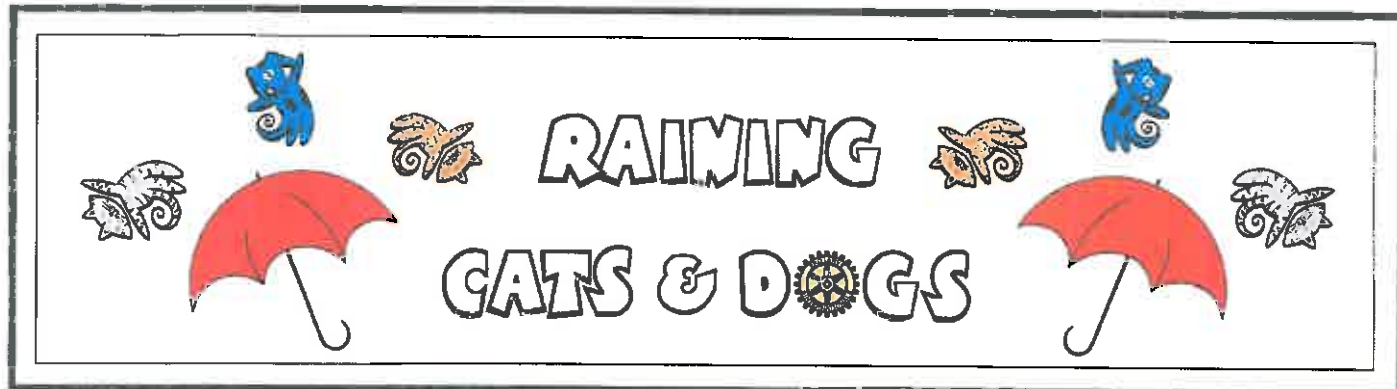
Banners	428
Tent	750
Sponsor/Partner Tent/Refreshments	950
Badges	50
Jump houses (2)	250
Porta potties	120
Posters	40
Games	<u>200</u>
	\$2,788

Off-Season Events
City of Brookings Tourism

Methodology for Evaluating Event Success

Pending the cities' support of our event, we will physically count the people attending the Raining Cats and Dogs event. We will have set up several entrance/ticket booths and give out numbered tickets to everyone who enters the area. The "ticket" may be a combination of a ticket and a hand-stamp. All the public would need do is put their name and phone number on their ticket, and turn it in at the main ticket booth. At the end of the event, we would be able to total up the number of tickets given out, but can also separate the tickets by the telephone area codes. The winning ticket would be drawn at the end of the event. The winner would receive a \$100 gift certificate to a Brookings-Harbor business.

Enter To Win! CASH AND PRIZES!



Rotary Club of Brookings-Harbor FUNDRAISER 2013

SATURDAY, OCT. 5, 10am-2pm

At The Port Of Brookings-Harbor Kite Field At 1 pm
Come Join The Fun As Your "Adopted"

Rubber Cats & Dogs

Rain Down From A Helicopter



Trial helicopter drop



(We know that works.)



2013 Azalea Festival Parade



Building anticipation...

Subject: FW: New Oregon Coast E-newsletter Available!

From: Jeremy Small [mailto:jsmall100@gmail.com]

Sent: Wednesday, July 24, 2013 3:30 PM

To: hearthnhome@frontier.com

Cc: Joyce Heffington; Barbara Ciaramella; Candice Michel; Joe Willett; Peter Spratt; Tim Patterson

Subject: Re: New Oregon Coast E-newsletter Available!

I feel that this is an excellent value and definitely worth investing our limited resources. This type of advertising is focused, affordable, and allows us to differentiate ourselves from the competition. I would recommend all months except December.

Jeremy

On Wed, Jul 24, 2013 at 3:19 PM, hearthnhome@frontier.com <hearthnhome@frontier.com> wrote: hey group is this worth looking at? Joe is this in your area of expertise? Pete do you know if the chamber did anything with this company?

From: Joyce Heffington <jheffington@brookings.or.us>

To: Barbara Ciaramella <rediva2012@gmail.com>; Bob Pieper <hearthnhome@frontier.com>;

Candice Michel <candicem555@gmail.com>; Jeremy Small <jsmall100@gmail.com>; Joe

Willett <bufjaws@aol.com>; Peter Spratt <pcspratt@nwtec.com>; Tim Patterson

<tim@yeeyee.com>

Sent: Wednesday, July 24, 2013 10:50 AM

Subject: FW: New Oregon Coast E-newsletter Available!

Joyce Heffington
City Recorder

From: Terra Moreland

Sent: Wednesday, July 24, 2013 11:07 AM

To: gmilliman@brookings.or.us

Subject: New Oregon Coast E-newsletter Available!

Hey Gary ~

I wanted to quickly send you an email about a new resource and tool available to help promote City of Brookings on the [Oregon Coast](#) and supported by the Oregon Tourism Commission's Regional Cooperative Marketing Plan (RCMP).



A new consumer e-newsletter, scheduled to go out every other month, will start in August that will be all about the **The People's Coast**. Complete with featured stories, itineraries & events for all *three regions* of the Oregon Coast. What's that mean for you? You can take advantage and be a guaranteed part of the e-newsletter by advertising in the month of your choice (i.e. Aug, Oct, Dec, Feb, April & June)..

- Over 16,000 subscribers have already opted in to receive this e-newsletter
- Released Aug, Oct, Dec, Feb, April, & June
- Text ad is \$60
- Premium banner ad is \$160

As with all great offers, in my continued effort to be fair, I'm sending out updates to everyone today about these new e-newsletter positions.

I was certain you'd have a coastal event or seasonal highlight to promote City of Brookings at some point throughout the year. If this aligns with your Fall plans or would work to support your marketing for the upcoming year, let me know so we can be sure to reserve space for you early. Space is limited so don't miss this opportunity to be reserved on a first come, first serve basis. You will not be invoiced until the month you participate.

Already have a few months in mind?

I'd be happy to get that started for you!

Terra



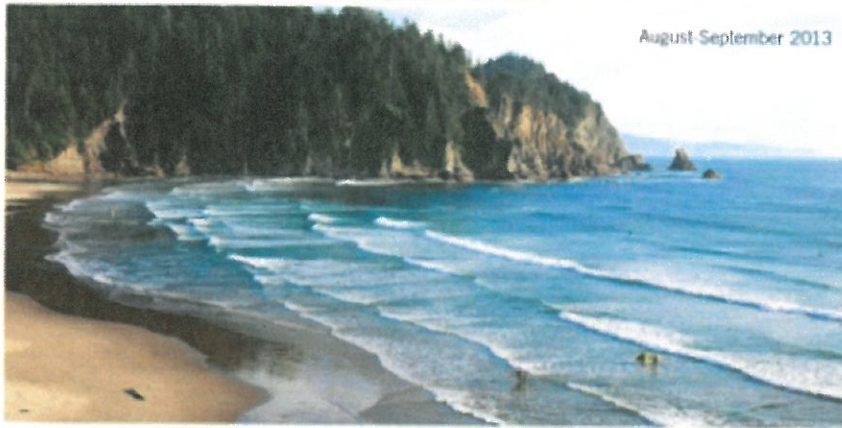
Terra Moreland
Senior Account Executive - MEDIAmerica
503 445 8830 - D | 971 235 2146 -- M
terram@mediamerica.net



VISIT THE OREGON COAST

EXPLORE ALL 363 EXTRAORDINARY MILES

August-September 2013



Story 1

By Author's Name

Dolorum excessi doloreto minum vero
beatam quatet volon consequam vit, abo.
Ehertiae magris ab in cusam et fuga vol-
crencia volecurpo ripo nallat optaspe rha-
tist optaspe rdel luptas picab pe rdel luptas
picabo. Mus eatur molupt lgeriet ut eum o.
Mus eatur molupt lgeriet ut eum dolorpo
nallat optaspe rerspendsit a nia denum, cus
de aut daent, conse volortas mi, statiae res
pomunquam ipsam

[Continue Reading >](#)

180x150 ad

UPCOMING EVENTS

Weekday Month, 2013

[Event #1 Here](#)

City Oregon

Weekday Month, 2013

[Event #2 Here](#)

City Oregon

Weekday Month, 2013

[Event #3 Here](#)

City Oregon

Weekday Month, 2013

[Event #4 Here](#)

City Oregon

[View All Upcoming Events >](#)

RESOURCES

[Road Conditions](#)

[Weather](#)

[Tides](#)

[Order the Visitor Guide](#)

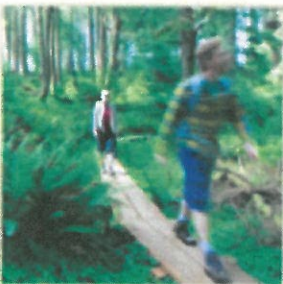


Story 2

By Author's Name

Dolorum excessi doloreto minum vero
beatam quatet volon consequam vit, abo.
Ehertiae magris ab in cusam et fuga vol-
crencia volecurpo ripo nallat optaspe rha-
tist optaspe rdel luptas picab pe rdel luptas
picabo. Mus eatur molupt lgeriet ut eum o.
Mus eatur molupt lgeriet ut eum dolorpo
nallat optaspe rerspendsit a nia denum, cus
de aut daent, conse volortas mi, statiae res
pomunquam ipsam

[Continue Reading >](#)



Story 3

By Author's Name

Dolorum excessi doloreto minum vero
beatam quatet volon consequam vit, abo.
Ehertiae magris ab in cusam et fuga vol-
crencia volecurpo ripo nallat optaspe rha-
tist optaspe rdel luptas picab pe rdel luptas
picabo. Mus eatur molupt lgeriet ut eum o.
Mus eatur molupt lgeriet ut eum dolorpo
nallat optaspe rerspendsit a nia denum, cus
de aut daent, conse volortas mi, statiae res
pomunquam ipsam

[Continue Reading >](#)

Advertisements



Presented by Jean-Michel
Ouvillat
Columbia River Maritime
Museum



The best memories aren't
just made, they're found.
Find yours at
Udall Park/Redwood National & State



The best memories aren't
just made, they're found.
Find yours at
Udall Park/Redwood National & State



THE PEOPLE'S COAST
Explore all 363 miles of
awe-inspiring beauty along
Oregon's Coast

Off-Season Event Incentives

Tourist Promotion Advisory Committee

Evaluation Form (Draft 1)

Proposed Event	Raining Cats and Dogs
Sponsor	Rotary
Target Date	October 5, 2013
Target Location	Port
Funds Requested	Unknown

RFP Evaluation (1 low 10 high)

- | | |
|---|--------------------|
| 1. Timely Submission – Sixty Days Prior to Event | 9__ |
| 2. New Event | 10__ |
| 3. Sustainable | 10__ |
| 4. Off-Season | 9__ |
| 5. Financial Strength to Fund | 10__ |
| 6. Manage and Execute | 10__ |
| 7. Narrative describing the Event | 10__ |
| 8. Complete list of Sponsors and or Investors | 10__ |
| 9. Event Budget Revenue | 0__ |
| 10. Event Budget Expenditures | 8__ No advertizing |
| 11. Event dates, times, location | 10__ |
| 12. Event success in bring visitors to the Brookings Area | 2__ |

Total Evaluation Score 98__

Committee Member's Recommendation: _Close call , will it bring visitors?

I would like to fund, but doubt it will bring visitors due to limited events except for the drop.

However, anything close to Toad Suck Daze would be great.

Check <http://toadsuckarkansas.net/>

<http://www.port-brookings-harbor.com/upcoming-events/185-raining-cats-and-dogs>

Note: Date is wrong on brookingsharbororegon.com calendar

Tim Patterson



May 3-5, 2013

presented by



TOAD SUCK DAZE

Conway Area Chamber of Commerce
900 Oak Street
Conway, AR 72032
501.327.7788
ToadSuck@ConwayArkansas.org

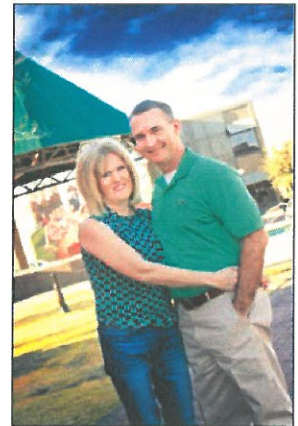
What does "Toad Suck" mean anyway?

Well, the answer is quite simple... Long ago, steamboats traveled the Arkansas River when the water was at the right depth. When it wasn't, the captains and their crew tied up to wait where the Toad Suck Lock and Dam now spans the river. While they waited, they refreshed themselves at the local tavern there, to the dismay of the folks living nearby, who said: "They suck on the bottle 'til they swell up like toads." Hence, the name Toad Suck. The tavern is long gone, but the legend and fun live on at Toad Suck Daze.

James and Peggy Paxton 2013 Honorary Co-Chairs

We invite you to a weekend filled with music, food, arts and crafts, entertainment for all ages as well as the world famous Toad Races.

This is an event very near and dear to our hearts and we would love to share it with you. While this event is filled with excitement for all, its primary focus is to raise money for the education of our youth. In the history of Toad Suck Daze, \$1.2 million has been raised for education in the form of scholarships and endowments benefiting students in Faulkner County attending the University of Central Arkansas, Central Baptist, Hendrix College and the University of Arkansas Community College at Morrilton. This year we are expanding the impact of these funds to include pre-school age children providing them with a foundation to enhance their learning. Investing in our students is a passion of ours and it will open many doors for their future.



So please, gather up your toads, friends and family and come join us during this fun filled weekend. We can't wait to see you there!

About the Festival

Toad Suck Daze is a FREE ADMISSION festival. A 3-day festival of food, family and fun held on the streets of downtown Conway, Arkansas. This 'Laid Back Weekend' occurs annually the first weekend in May and has something for the entire family: arts & crafts, 'Toadal Kids Zone', a carnival, local and national entertainment, food, rock wall, petting zoo, 'Stuck on a Truck', 5K/10K, golf tournament, a 3-on-3 basketball tournament, magicians, and so much more! Toad Suck Daze is also home to 'The World Championship Toad Races'. The festival is run almost exclusively by volunteers from Conway and Faulkner County, including the local police and fire departments. It has free admission and proceeds go to support higher education in Faulkner County. Since the start of the festival, more than \$1 million has been given in scholarship and towards scholarship endowments. This money has helped more than 200 individuals attend local institutes of higher learning.