

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Tuesday, August 27, 2013, 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. Do-Wop Event Proposal**
 - b. Raining Cats & Dogs Event Proposal**
 - c. Tourism Promotion Budget 2013-14 Budget**
- 5. Liaison Reports**
 - a. KOB Update - Peter**
 - b. Apple Box - Candice**
 - c. Events - Tim**
 - d. Rural Tourism Studio - Joe**
 - e. Joint Venture City/Chamber/Port - Barbara**
- 6. Informational Items**
 - a. Oregon Coast Lifestyles - Terri-Lynn Kalhagen**
 - b. Brookings Bears - Ira Toser**
- 7. Schedule Next Meeting**
- 8. Adjournment**

All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE
MINUTES
Thursday, August 15, 2013

CALL TO ORDER

Meeting called to order at 4:02 PM.

1. ROLL CALL

Present: Committee members Candice Michel, Peter Spratt, Joe Willett, Barbara Ciaramella

Absent: Tim Patterson

Also present: City Manager Gary Milliman, Councilor Jake Pieper

2. APPROVAL OF MINUTES

Motion made to approve the minutes of July 30, 2013 as written; motion seconded and Commission voted; the motion carried unanimously.

3. INFORMATIONAL ITEMS

A. KOBİ Update - Peter advised that he liked the format and that for the Fall would like to see images of fishing, walking, hiking, golfing, fall colors, Stout Park Railway, pumpkin patch, keep it different enough to attract all types for the seasonal events. Change out the kayak image, include sports fishing, farmers market. Peter willing to relay changes to KOBİ.

B. Apple Box Update - Candice advised that the contract is signed, and would like committee members to put in writing what they would like to see or not see in the videos. Four or more spots, focus in each spot to be on items unique to Brookings with people and scenery. Question arose if this was to be a promotional video widely distributed with basic generic photo shots of the City to be used when stations needed footage video, determined that was not the general purpose, the concept City Council approved was an internet advertising campaign.

4. ACTION ITEMS

A. Appoint Chair - Gary advised that City Council would like to have an appointed chairperson. Peter declined a nomination. Nominations received for Tim Patterson and Bob Pieper. **Committee voted, 4 votes for Tim, 1 vote for Bob. Tim Patterson appointed chairperson.**

B. Liaison Assignments - With a quorum present **Motion made to ratify previous liaison appointments with Tim Patterson Liaison for Special Events, Peter Spratt Liaison for KOBİ TV, and Candice Michel Liaison for Apple Box. Motion seconded and discussion pursued.** Barbara stated she would also like to contribute and be liaison for a City/Chamber Port committee to work towards bringing all parties to the table in the next six months. Attempt to put together a coalition with respect to advertising with the understanding that the coalition requires a financial commitment from each group. Committee unsure if committee is to be involved in determining what happens in the future with the other entities. **Commission voted; the motion carried unanimously. Motion made to ratify the actions taken by those people since they were unofficially appointed up to present date, motion seconded and Commission voted; the motion carried unanimously.** Reminder that Liaison point persons do not have authority to make any decisions or commit to any course of action, only to represent committee. Gary suggested development of coalitions with the Chamber, port and city and the ongoing Rural

Tourism Studio. **Motion made to appoint Barbara as Liaison for the Joint Venture City/Chamber Port committee and Joe as Liaison for the Rural Tourism Studio. Motion seconded and Commission voted; the motion carried unanimously.**

C. Special Event Proposal - Raining Cats and Dogs - Candice questioned that she thought the intention of providing funds for special events was to pay for advertising to help promote the events, and in their proposal, there is no advertising mentioned. Committee agreed that was the committees intention but Gary advised that the committee could alter that. It was questioned if the event was more of a local event and if it would bring in out of town visitors. **Motion made to grant \$500 to Rotary for the Raining Cats and Dogs to help defray costs. Motion seconded.** Discussion pursued - committee would like clarification on what exactly Rotary is requesting. **Commission voted; the motion failed with no one voting in favor.** Requested Rotary representative be invited to next meeting to present proposal indicating exactly what they want.

D. Preliminary Discussion Re: Use of 2013-14 Funding - Gary advised the City Council allocated \$36,000 for Tourism Promotion. He requested committees ideas on how they would like to spend that money. Ideas suggested included seed money for festivals/events, purchasing of an event tent with the Port or Chamber, print media, radio media and TV advertising. Those items will discussed further at the next meeting.

5. COMMITTEE MEMBER COMMENTS

Peter Spratt regretfully submitted his resignation. He agreed to continue for approximately the next three weeks to finish as TV advertising liaison.

Off season event idea presented for a Crab Fest scheduled for the weekend before the Super Bowl, formal proposal to be submitted. Another suggestion was for a Viking Funeral and/or a Norwegian Festival. Committee believes little unique odd, theme oriented events would draw people.

6. SCHEDULE OF NEXT MEETING - next meeting schedule for Tuesday, August 27th at 4pm.

7. ADJOURNMENT

With no further business before the Committee, the meeting adjourned at 5:24 pm.

PIRATE PRODUCTIONS PRESENTS

DOO WOP ON THE SIDEWALK! A TRIBUTE TO THE 50's & 60's

Doo Wop on the Sidewalk will be a nostalgic trip back to 50's & 60's complete with live music (bands playing music from the 50's & 60's), entertainment and classic cars from that era. There will also be merchants and food vendors including a Beer Garden, and we will be encouraging the vendors and visitors to get into the spirit of the event by dressing in their favorite outfit from the days of yesteryear. There will be a dance area in front of the stage for a "Sock Hop" and a "Best Dressed Contest" with prizes for the winner's. We are looking at this as becoming an annual event; the goal is to sustain future events with the support of Sponsors and the Vendor fees as well as City funds being used for advertising fees and assisting in the cost of the entertainment. The event is designed for locals and to encourage off season tourism as well, bringing economy to the area and supporting the local merchant's, hotels and restaurants etc. Through proper advertising and media coverage the Doo Wop should accomplish all goals.

Being this is the first event and we haven't set a date. There aren't any Sponsors to list. But as soon as we have a date for event, a list will be presented and updated as they are brought in. The Insider of Southern Oregon Entertainment Newspaper will be providing Insurance coverage for the event and full promotion of the event in the Sept. and Oct. issues.

Budget will include these estimated costs:

Radio Stations, local and out of town (Grants Pass, Medford etc.) =\$1200-\$1500

Newspaper coverage local and out of town =\$210 will put 3.8x5 in. ad in The Daily Courier including press release 2 Thursdays before event.

TV coverage such as the Channel 5 Loop and look into possible FOX TV as well.

Posters/Flyers= \$300

Entertainment Fees (live music, acts etc.) ?

Porta Potties and Garbage ?

Pirate Productions Fee = \$1000

This includes:

Organizing Event

Booking Music/Entertainment

Bringing on Sponsors

Booking Vendors

Dispersing Posters and Flyers, locally and throughout Southern Oregon (Hwy 199 Corridor, Cave Junction, Grants Pass, Medford, Port Orford, Bandon etc.)

Doo Wop on the Sidewalk will be a one day event (Saturday, Oct.? 2013) proposed site is the Chase Bank area including the frontage road. If the weather is going to be foul the event can easily be moved up to the Elks Lodge. It will be an all day event 10am-9pm.

By checking with the hotels, restaurants and local merchants after the event should provide an idea of how many off season tourist's came to town to enjoy the Doo Wop.



MEMORANDUM

Office of the City Manager

GARY MILLIMAN

City Manager

Credentialed City Manager

International City Management Association

TO: Tourism Promotion Advisory
Committee

DATE: August 19, 2013

SUBJECT: 2013-14 Budget

The purpose of this memorandum is to discuss the tourism promotion budget for FY 2013-14.

The City Council budgeted \$40,000 for tourism promotion in FY 2013-14, including an estimated \$36,000 in new revenue and \$4,000 in unspent revenue from FY 2012-13. The City Council also budgeted \$8,692 to increase the hours of Administrative Assistant Lauri Ziemer to staff the visitor information window at City Hall. She has also performed functions such as developing the list of local events/festivals and assisting with organizing the Rural Tourism Studio events locally.

Staff recommends that, in addition to any projects that may be developed by the Committee, that funding allocations for the following activities be included in the Committee recommendation to the City Council:

- Travel/training for Committee members (i.e. Rural Tourism Studio, etc.) at \$500.00.
- A set-aside for “emergencies” such as participation in programs that advertise that Brookings and the coast is still open for business despite the wildfires burning inland, at \$2,000.

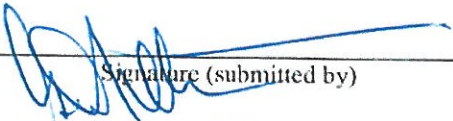
This would leave \$28,808 available for Committee discretionary projects and/or programs.

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: February 25, 2013

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Tourism Promotion Advisory Committee recommendations for 2012-13 and 2013-14 fiscal years.

Recommended Motion:

Motion to approve the recommendations of the Tourism Promotion Advisory Committee with respect to the utilization of 2012-13 Transient Occupancy Tax revenues and refer non-TOT recommendations to a City Council workshop.

Financial Impact:

Utilization of \$35,000 in Transient Occupancy Tax revenues budgeted in fiscal 2012-13 for tourism promotion.

Background/Discussion:

The Tourism Promotion Advisory Committee has recommended the following utilization of the City's Transient Occupancy Tax revenues for fiscal 2012-13.

ADVERTISING CAMPAIGN (A) (50% - \$17,500)

The Committee recommends that the City contract with a group or individual to develop and undertake a year-long series of "donut" style television spots shown on Charter. The specifications would require that at a minimum, the "donut" would change monthly and the donut content would be "events," or things to do in Brookings. The City should issue a Request for Proposals (RFP) for this service; RFP's would be evaluated by the Committee which would recommend the contract award.

ADVERTISING CAMPAIGN (B) (30% - \$10,500)

The Committee recommends that the City contract with a group or individual to develop 20 minutes of video in four or more segments depicting Brookings area tourism and to place the videos on YouTube and Viemo. The City should issue an RFP for this service; RFP's would be evaluated by the Committee which would recommend the contract award.

INCENTIVES FOR OFF-SEASON EVENTS (20% - \$6,000)

Events such as the Slam'n Salmon Derby and the Slippery Banana softball tournament bring significant numbers of visitors to Brookings. Most events are conducted by private parties. Many current events are held during the peak summer tourist season. Additional events are needed during the "off season" months.

The Committee recommends that the City offer incentives to groups and individuals who organize new, sustainable events, or expand existing events, during the off-season. This might include basketball tournaments and other events that can be held inside, running marathons or other activities which can be conducted during inclement weather. The City should issue an RFP

for events; RFP's would be evaluated by the Committee which would recommend awards to assist the event organizers with start-up costs and advertising. Awards would only be made to events that the Committee finds have potential for sustainability. The event organizers would also be required to repay the grant within three years.

ADDITIONAL RECOMMENDATIONS

The committee recommends that the City issue an RFP for a social media based promotional campaign; RFP's would be evaluated by the Committee which would recommend grant awards for this activity.

The Committee also recommends that the City Council consider taking action to:

- Provide convenient parking for recreational vehicles.
- Participate in the development of a master calendar for community events. There has been some conflict between scheduled events in Brookings, Harbor and Gold Beach. The City Parks Department currently works with local athletic associations in coordinating the use of City athletic fields. The Friends of the Library hosts an annual meeting of community-based organization representatives to share information on activities planned during the course of the year in an effort to coordinate schedules. The Committee recommends that the City work with the Port District, Gold Beach, Crescent City and other stakeholders in coordinating events into a master calendar.
- Include within the RFP process a methodology for evaluating the effectiveness of the above referenced expenditures in order to improve future decision making.
- Allocate URA and/or Parks SDCs, partner with community based organizations and seek grant funding to redevelop City-owned athletic fields with "all weather" surfaces. The Committee finds that improvements to park sports venues would serve to enhance the ability to attract sports tournaments, which generate multi-day stay visitors.
- Endorse the effort to create a port-based convention center. While no tax revenue expenditure is recommended, the Committee found that converting an existing unused Port-owned building into a convention center targeted to the 100-200 attendee range would result in a significant increase in tourism.
- Improve downtown directional signing.
- Install and maintain downtown improvements such as flower baskets.
- Lift "sandwich board" sign regulations. From May 15 to October 15 approximately 22,000 cars per day pass through Brookings. A sizable portion of the tourists in this group do not STOP. The Committee found that the virtually unlimited use of sandwich boards during this time could vastly increase the number of "STOPS," thus creating business revenue.

Lauri Ziemer

From: Gary Milliman
Sent: Monday, August 19, 2013 2:38 PM
To: Lauri Ziemer
Subject: FW: Brookings

Put this on next TPAC agenda

Gary Milliman
City Manager
Brookings

From: tlworldlovefoundation@gmail.com [mailto:tlworldlovefoundation@gmail.com] **On Behalf Of** Terri-Lynn Kalhagen
Sent: Monday, August 19, 2013 1:22 PM
To: Gary Milliman
Subject: Brookings

Hi Gary,

We will be working in our Gold Beach studio for the next two-three weeks and would love to produce an Oregon Lifestyles episode to feature fall on the southern Oregon coast. Thinking of a special edition called "Coastal Treasures." We just added Sacramento and Seattle to our syndication. Oregon Lifestyles is growing and is now seen in three states on 6 Tv stations, soon to be 8 Tv stations. It works!!!

Interested?

--

Terri-Lynn Kalhagen
Producer and Host / Oregon Lifestyles TV and Radio

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The World Love Foundation www.theworldlovefoundation.org building clean water wells in Africa

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