

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Tuesday, September 24, 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. Oregon Coast Lifestyles - Ad Proposal
- b. Doo Wop Event - Correspondence from Port General Manager Ted Fitzgerald

5. Informational Items

- a. Report on City Council actions from Sept. 23, 2013.
- b. Off-Season Tourism Event Proposal Form
- c. Channel 5 Update
- d. Transient Tax Regulations

6. Liaison Reports

7. Schedule Next Meeting

8. Adjournment

All public comments and presentations are limited to 10 minutes. 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 (TPAC)

MINUTES

Tuesday, September 10, 2013

CALL TO ORDER

Meeting called to order at 4:06 PM.

1. ROLL CALL

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

Also present: PW/DS Admin Asst. Lauri Ziemer, Pilot Reporter Jane Stebbins, Chamber Director Arlis Steele, and approximately 7 members of public

2. APPROVAL OF MINUTES

Motion made to approve the minutes of August 27, 2013 as written; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

Committee determined they need to choose how to allocate the Tourism Promotion Budget 2013-14 of \$28,800 and define proposal event criteria so they can determine if the event and ad proposals to be presented today meet the goals and budget of the committee. Audience member Ken Bryan questioned the \$28,000 budget amount and requested details of where tourism monies were previously allocated, stating that tourism monies needed to be spent on promotion and advertising of the local area. Mr. Bryan was advised to submit a Public Records request.

After discussion and review committee decided the \$28,800 budgeted be roughly divided with:

1. \$3,000 towards print advertising
2. \$10,000 towards sponsoring events
3. \$10,000 towards TV/Radio
4. \$5,000 towards assisting an organization interested in purchasing an event tent.

Motion made to allocate the \$28,800 as follows: \$3000 print ads, \$10,000 for events, \$10,000 for TV/Radio and \$5,000 for tent share or miscellaneous. Motion seconded and Commission voted; the motion carried unanimously.

Qualifying criteria for event proposals should be:

1. New and/or existing events, with stipulation that existing events have to have a new spin to it.
2. Off-season or year round, with priority given to off-season events.
3. Event must bring outside visitors to the area.
4. Have a metrix/methodology to determine success of bringing outside visitors to their event.

A. Do-Wop Event Proposal - Bruce Ellis of Pirate Productions presented latest proposal and additional details for event now scheduled Oct. 19th at the Port. Advised that the budget numbers presented in his latest proposal are what he needed to make event happen. Committee questioned if there was a back-up plan in the event of rain, which he stated there was not, and if it rains performers will still have to be paid and that is a risk they are taking with being an off-season event. Asked if event was sustainable, he believes if this years event is successful, it will sustain itself next year by attracting more people, vendors and sponsors. Without TPAC funding

this year, event will not be able to proceed. Barbara questioned if there was enough time to successfully pull event together, he advised he has already been in contact with performers and vendors who are willing to participate. He is ready to proceed with event and start the advertising and publicity which will be focused on outside of the area to draw visitors. **Motion made to fund the Do-Wop Production \$2000 to pay for their advertising costs. Motion seconded and Commission voted; Tim, Candice and Joe voted in favor, Bob and Barbara voted nay, the motion passes three to two.** Recommendation forwarded to the City Council.

B. Raining Cats & Dogs Event Proposal - Rotary representative Judy Lopez advised they were seeking \$1000 and provided event budget information. Committee questioned if event would draw out of town visitors, Judy stated event replaces Ducky Derby that attracted out of area visitors and they are starting this year as a one day event with vendors, kids games, and the Cats and Dogs helicopter drop in the hopes that over the next few years event grows making it a weekend event. Committee questioned if event was publicized outside the area to draw visitors and it will be. **Motion made to allocate \$500 to Rotary Raining Cats & Dogs event with the stipulation that funds must be spent specifically on out of area advertising. Motion seconded and Commission voted; the motion carried unanimously.** Recommendation forwarded to the City Council.

C. Haunted House Event Proposal - Chetco Pelican Players Claire Willard was unable to attend but Bob Pieper contacted her and determined her advertising budget to be \$300 and she draws visitors nightly to the area from Crescent and Gold Beach. **Motion made to allocate \$300 to Chetco Pelican Players Haunted House with the stipulation that funds must be spent on out of area advertising. Motion seconded and Commission voted; the motion carried unanimously.** Recommendation forwarded to the City Council.

D. Oregon Coast Lifestyles - Committee reviewed ad proposal submitted. Barbara commented that she did an informal survey and did not find anyone who knew of the Oregon Coast Lifestyles program or their work. She did not know if the entire TV/Radio budget should go to them and thought it should be possible to find someone from in or out of the area that could do the project cheaper. Candice advised she believed that someone from out of the area would be more expensive and would not have the contacts and knowledge of the local area to contribute to the piece. Barbara advised she has yet to see the Channel 5 ad and wondered if anyone else had caught it on TV; some members had. Bob suggested the committee fund the proposal for \$8000 for production and six months of viewing and then let Terri-Lynn sell cooperative ads to business owners/sponsors thereafter for the \$1000 per month. Barbara suggested tabling item until next meeting to try and negotiate price with them and to research further if there is another production company that would be interested in making video and what they would charge. **Motion made to delay decision for a month on the television program, motions dies for lack of a second. Motion made to delay decision for two weeks with Oregon Coast Lifestyles. Motion seconded and Commission voted; the motion carried unanimously.** As contact person Tim agreed to contact Terri Lynn with the negotiation proposal of \$8000 for production and six months viewing time and they are able to sell ads to businesses for the viewing time after that, making sure that they agree that program is at least 20 minutes long with only 10 minutes for advertising. Barbara to research other production avenues. Tim asked Arlis if the Chamber would be interested in partnering with TPAC on the Oregon Coast Lifestyles proposal. Arlis would like to research the proposal further.

E. Chamber Ad Proposal - Chamber of Commerce Director Arlis Speere presented ad proposal from last meeting where the committee approved partnering with the Chamber and

contributing half towards Oregon Coast Magazine 2013-14 print ad campaign. Arlis advised the Chamber is not in a position to pay the other half as they are doing full page ads in the April/May issue and are requesting TPAC shoulder the complete costs of the ad campaign of \$3309. Expressed belief that publicity does bring out of town visitors to the area and is worth the cost. Ads will promote the whole area, not just certain businesses and all ad copy and content will be submitted to the City, Merchants Association and Port ahead of time for review. Committee questioned if there was a contact person or website, Arlis said typically in the past there has not been a contact line. Tim asked Arlis if the Chamber refers businesses that are non-members of the Chamber and she advised that if someone asks for information on non-members she provides what she can, but only members are listed on the Chamber website. **Motion made to approve proposal from the Brookings Chamber of Commerce and \$3000 print ad costs for the Oregon Coast Magazine. Motion seconded. No Discussion. Amended motion made by Tim Patterson to approve proposal from Brookings Chamber of Commerce for total print ad cost of \$3309, amended motion seconded and Commission voted; the motion carried unanimously.** Recommendation forwarded to the City Council.

F. Tourism Promotion Budget 2013-14 - As previously noted above.

5. INFORMATIONAL ITEMS

A. Off-Season Tourism Event Proposal Form - Update form and remove references to off-season as committee has approved considering proposals for year around events. Suggested Gary be taken off as the contact person and put Lauri Ziemer as contact. Suggested that phrasing be included stating that priority will be given to new events.

6. LIAISON REPORTS

A. Apple Box Update - Candice advised Chris would be in town this weekend and she has not seen scripts yet but requested members to email her right away if they see a problem when she sends them out to them.

7. SCHEDULE OF NEXT MEETING - next meeting scheduled for Tuesday, Sept. 24 at 4:00pm.

8. ADJOURNMENT

With no further business before the Committee, the meeting adjourned at 6:27 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at September 24, 2013 meeting)

Lauri Ziemer

From: gmilliman@brookings.or.us
Sent: Tuesday, September 17, 2013 4:28 PM
To: Lauri Ziemer
Subject: Fw: Tourism Board

Sent from my Verizon Wireless BlackBerry

From: "Port of Brookings Harbor Director" <director@port-brookings-harbor.com>
Date: Mon, 16 Sep 2013 13:10:36 -0700
To: <gmilliman@brookings.or.us>
Subject: RE: Tourism Board

Figured you should know.

From: gmilliman@brookings.or.us [<mailto:gmilliman@brookings.or.us>]
Sent: Monday, September 16, 2013 12:53 PM
To: Ted Fitzgerald
Subject: Re: Tourism Board

Thanks. I will share this information with the Tourism Committee and the City Council (who will be considering the matter on September 23 meeting and will recommend that the Committee require verification from the venue owner prior to approving any future projects.

Sent from my Verizon Wireless BlackBerry

From: "Port of Brookings Harbor Director" <director@port-brookings-harbor.com>
Date: Mon, 16 Sep 2013 11:23:15 -0700
To: 'Gary Milliman' <gmilliman@brookings.or.us>
Subject: Tourism Board

Gary:

I was reading the article about the Tourism Board's meeting in the September 14, 2013 issue of the Pilot, and was surprised to hear that Bruce Ellis successfully petitioned the committee for promotion dollars for the Pirate Productions debut "DooWop on the Boardwalk" (Oct. 19).

To date, Mr. Ellis has not submitted an application for such an event to the Port, nor has he or any other party tendered an application fee to the Port. The reason this is important is that past experience with Mr. Ellis has found him unable to meet the port requirement of payment in advance for event applications. He prefers to pay in arrears. The port has notified him that he will not be hosting any other events on Port property unless he conforms to port rules and guidelines, payment being one of them. Mr. Ellis paid for the last Pirate Festival after it was over, in violation of a special agreement extended to him by the Port, but then stopped payment on the check because he said the event had not been the success he had hoped and he knew the port would work with him.

Mr. Ellis found this not to be the case, and we did eventually receive payment. However, we at the Port are not disposed toward expanding on a dysfunctional relationship.

Prior to providing Mr. Ellis with any funds, I would recommend that you verify with the Port that he has an existing, paid-for arrangement with the Port for an event, and I would further verify that those promotion dollars are not going to be spent through the Coastal Insider, Mr. Ellis' advertising circular. Since it is his event, it seems to me those dollars could be spent more wisely in publications with a larger circulation.

Ted Fitzgerald



REQUEST FOR PROPOSALS

CITY OF BROOKINGS TOURISM EVENT INCENTIVES

The City of Brookings (City) requests proposals from individuals and/or organizations interested in undertaking events with the purpose of increasing tourism.

Specifically, the City is interested in the development of new events or the addition of events to current events that would increase attendance. The City is offering incentives to assist event organizers in promoting and advertising their events.

Submission Deadline

To be considered, respondents must submit in person, regular mail or email a cover letter and this proposal to:

"Tourism Event Proposal"

Gary Milliman, City Manager
City of Brookings Tourism
898 Elk Drive
Brookings, OR 97415

email: gmilliman@brookings.or.us

Proposals will be accepted on an ongoing basis and must be received at least **60 days prior** to the date of the proposed event. Incomplete submittals will not be considered.

Process

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the ability to fully fund, manage and execute the proposed event. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee. Proposals will be evaluated based upon event sustainability. Priority will be given to first time events.

Right to Reject All Proposals

The City reserves the right to accept, reject, withdraw, or amend any and/or all proposals, or any component part thereof, deemed to be in the best interest of the City or in the best interest of the desired outcome. All costs incurred in the preparation and presentation of a response to this RFP, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract shall be the sole responsibility of the respondent/proposer. The City also reserves the right to request additional information or clarification from all respondents/proposers until all funding has been awarded.

Once submitted, the proposal and supporting materials become the property of the City of Brookings and are available to the public.

Permitting/Insurance Requirements

Events to be held on City property will require an approved Event Permit and/or Parks Use Application, as applicable. Certificates of Insurance are also a requirement for events held on City property. Permits may be obtained following the award of funding and are available at the Visitor's Office window in City Hall and on the City's website under "Forms & Guidelines."

Questions

Please direct questions to Lauri Ziemer, 541-469-1103; lziemer@brookings.or.us

Event Title: _____ Amount Requested \$ _____

Event Description: _____

Event Date/s: _____

Location: _____ Location secured? Yes ☐ No ☐

Event Goals: _____

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

Sponsors/Investors: _____

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: _____

Contact Person: _____ Phone: _____

Organization: _____ Address: _____

If more space is required please attach additional pages