

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)**  
**MINUTES**  
**Wednesday, November 20, 2013**

**CALL TO ORDER**

Meeting called to order at 4:06 PM

**1. ROLL CALL**

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

*Also present:* City Manager Gary Milliman; Finance Director Janell Howard attended for a few minutes to answer questions on Transient Occupancy Taxes

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of October 24, 2013 with typographical correction noted on Item 7; motion seconded and Commission voted; the motion carried unanimously.**

**3. PUBLIC COMMENTS**

Jon Carlson, community member involved with the Kite Festival for the past couple of years introduced himself. He has recently been involved with producing the loop advertising that runs at the theatre.

**4. ACTION ITEMS**

A new Event Proposal has been submitted, will be discussed in Item 6D

**5. INFORMATIONAL ITEMS**

**A. KDRV Ad Promotion** - Kyle Pace from KDRV not in attendance to discuss.

**B. Consumer Profile** - Annette Klinefelter, AK Consulting not in attendance to discuss.

**C. 2014 Exposure Shows** - Gary advised that he was contacted by Joe Pate who had previously been involved with the B-H Chamber of Commerce in promoting the area at Sportsman'Expo shows and was wondering if the city was interested in picking up the contract as the Chamber was no longer interested. Gary advised him that money is not budgeted but would bring the matter to the TPAC attention.

**D. Report on Nov. 12 City Council Actions** - City Council approved a \$4000 contract for the Crab Festival and \$1000 for the Curry County Cruisers Car Show. The car show was granted \$300 more than the TPAC recommended. Committee members questioned why the amount was more than the group requested and if the increased amount of money was coming out of the TPAC budget which they worked very hard to establish and follow. Gary advised he would send a memo to the City Council expressing their concern over the increased allocation.

**6. LIAISON REPORTS**

**A. TV/Channel 5**

**i. Review and evaluate all spots produced** - Committee reviewed and evaluated the ads to determine if they met the contract and if they accomplished their goal in order to determine if Channel 5 contract should be renewed. After reviewing ads, Joe thought the logo needed to be redesigned, bigger and more memorable. Bob did not believe the Azalea Festival, Kite Festival and the Slammin' Salmon Festival were represented enough as those

are unique events to our area and golfing and beaches could be anywhere. Don't believe Channel 5 came over to get any new footage of those events in preparation for ads if their contract is renewed. Barbara felt that when contract was being negotiated Channel 12 seemed as if they were more willing to take a step further and get footage of events for future ads. Gary advised he has been working with Channel 5, there are some donut shots coming up which the City provided the casting for and coordination of. Candice reviewed the contract and pointed out several items that she felt had not been accomplished. Discussed the web address provided (Blue Pacific's) and if it is providing enough information. Joe suggested to include the northern City of Brookings Welcome Sign for more identification. Tim questioned how to evaluate the success of the ads and if they have worked in bringing people to the area, suggested asking motel visitors when they are registering how they learned about the area. Could possibly do an incentive agreement with motels of mentioning ads when checking in. Finance Director Janell Howard advised that Transient Occupancy Taxes are due after the end of each month and with that could determine if there was an increase in motel use compared to the same month the previous year. Gary to attempt to get the matrix from Channel 5 and a Transient Occupancy Tax comparison report for the next meeting. Skip shared that he believes most advertising is now done on the internet and people are sharing and obtaining information and videos through that format, once they are given a website. Internet also provides ability to track how many people are searching, visiting sites and viewing videos to see how effective ads are. Originally the television ads were to target weekend tourists, but with less people watching TV and commercials, believe more people could be reached effectively through email links, mobile devices and videos. Tim suggested to discuss move from print and TV advertising to internet and mobile devices at the next meeting.

**ii. Confirm end date for contracted spot** - Channel 5 contract ends June 28, 2014. Bob suggested to find out if they had taken any extra steps to get photos of the Kite Festival and Slammin' Salmon for future ads and to ask them to run a couple more months past the contract end date.

**iii. Stout Mountain Railway Inclusion in KOB1 Spot** - Tony Parrish requested including the Stout Mountain Railway Holiday event in the scheduled TV advertising. Ad could run with the Light Festival donut as it is only during Christmas season by adding at the end of the donut ....also visit Stout Mt. Railroad and/or a still picture. **Motion made to add Stout Mountain Railway to the existing Light Festival Christmas donut. Motion seconded and Commission voted; four in favor, two nay votes, the motion passes four to two.**

**B. Apple Box** - Candice advised that Chris Vandershaft has been contracted to do five YouTube internet videos on five different subjects and provided a rough copy for the committee to view. Committee believed it had a lot of surfing references, otherwise it covered a lot of areas and believed he was on the right track.

**C. City/Chamber/Port Coordination** - Barbara advised that she has been working with the Port to find a module/expandable tent. She provided size, cost, shape, set-up installation and durability information. Committee has set aside \$5000 in the budget hoping to have the Port and Chamber contribute a share of the total cost, currently unsure if the Chamber is in a position to contribute or make payments towards tent. Questions arose as to the rental availability of the tent at the Golf Course, but it is only available to rent at the Golf Course. Barbara to obtain name and location of a current tent owner to discuss tent set-up, storage requirements, tent qualities and problems. Question arose if the Port was going to buy the tent anyway and if the committees

\$5,000 could be invested in tables, chairs and equipment for events. Barbara would like the City to maintain some ownership of the tent so it has a say in it's use. Barbara to continue working with the Port and Chamber on the contract to purchase tent with the TPAC committee contributing \$5,000.

**D. Events** - Bob presented an off-season event application for the Brookings Community Christmas Tree Events. The Brookings Merchants Association, Curry County Board of Realtors, Curry County Homebuilders and the Nautical Light Group have organized a series of Christmas Tree events in the downtown area which would encourage people to stop and shop downtown. Funds would go towards costs incurred for lights, decorations and electric costs. **Motion made to allocate \$500 to the Brookings Community Christmas Tree Events. Funds to be spent on electricity and tree ornaments. Motion seconded and Commission voted; five in favor, one nay vote, the motion passes five to one.** Recommendation forwarded to the City Council.

**E. Print Media** - Joe attended the Rural Tourism Studio and advised that there are lots of communities competing for the tourism dollar and thought the Artwalk and Crab Festival are unique to draw people to our area. Tourism grants and money available. Joe volunteered to approach Manley Art Center and suggesting a possible large art convention/event.

ii. Lookout Air Raid Tours - Joe advised someone has contacted him to write an article about the Mt. Emily bomb site that could bring visitors.

**F. Oregon Lifestyles** - Gary emailed a draft copy of the Lifestyles video to committee members and forwarded the committees comments to Terri Lyn. Completion of the video should be in January. Candice believes the committee should look again at the video and advise them what needs to be changed as some footage was seven years old, many shots did not have continuity, references were made to old events and many references were made to food and alcohol. Committee needs to be clear on how they want Brookings represented and all video footage should be current.

**G.** Bob suggested inviting Candance Penney from the Lucky 7 Casino to the next meeting to discuss and share Casino event scheduling that the City might be able to tag onto.

**7. NEXT MEETING SCHEDULED** - December meeting canceled, next meeting scheduled for Thursday, January 16<sup>th</sup> at 4:00pm.

## **8. ADJOURNMENT**

With no further business before the Committee, the meeting adjourned at 6:42 pm.

Respectfully submitted,



Tim Patterson, Chair

(approved at January 16, 2014 meeting)