

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, December 20, 2012, 4:00pm**

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

### **1. Roll Call**

### **2. Selection of Chair and Vice Chair**

### **3. Information Items**

- a. Presentation on Brookings Port District Marketing Program
- b. Oregon Coast Visitor Guide Correspondence
- c. Past Chamber of Commerce Annual Reports

### **4. Action Items**

- a. Selection of Chair and Vice Chair
- b. City Hall Visitor Center
- c. How should TOT funds be administered?
  - Committee/members undertake specific projects/programs?
  - Committee recommends types of projects/programs to be contracted by the City?
  - External advertising versus using funds to improve the visitor experience and facilities?

### **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.

**Gary Milliman**

**From:** Terra Moreland [terram=mediamerica.net@email.aceofsales.com] on behalf of Terra Moreland [terram@mediamerica.net]  
**Sent:** Monday, December 10, 2012 10:58 AM  
**To:** Gary Milliman  
**Subject:** First Time - Two Positions Open in Oregon Scenic Byways Guide

View in Browser →

**Terra S. Moreland**  
MEDIAmerica: Travel & Tourism

503-445-8830 (w)  
971-235-2146 (m)

715 SW Morrison, Suite  
800  
Portland, OR 97205  
United States

- Website
- Twitter
- LinkedIn

Gary ~ **Want to share YOUR beautiful region with Oregon Scenic Byway and Tour *enthusiasts*?**

For the first time, [Travel Oregon](#) is making two full-page ad positions available in the popular [Oregon Scenic Byways & Tour Routes Guide](#).

Travel Oregon prints 80,000 copies, to be distributed to visitors by direct request, as well as displayed in the official state Welcome Centers, chambers and visitor centers statewide.

These two positions are being offered to DMOs on a first come, first serve basis.

**The details:**

Positions: Back Cover and Inside Back Cover

Quantity: Travel Oregon will print 80,000 copies

Cost: \$3,200

Ad Materials: Travel Oregon will offer assistance for creating the ads if needed.

[Please let me know immediately](#) if you are interested so we can reserve one of these positions for you!

Thank you!

## Gary Milliman

**From:** Terra Moreland [terram=mediamerica.net@email.aceofsales.com] on behalf of Terra Moreland [terram@mediamerica.net]  
**Sent:** Friday, November 30, 2012 2:58 PM  
**To:** Gary Milliman  
**Subject:** Gary - Oregon Coast visitors are asking about you  
**Attachments:** 2013\_OCVA\_Print\_Web\_Media\_kit.pdf

View in Browser →

**Terra S. Moreland**  
MEDIAmerica: Travel &  
Tourism

503-445-8830 (w)  
971-235-2146 (m)

Website

Twitter

LinkedIn

Gary ~

Did you know...

...visitors to the Oregon Coast spend over **\$1.37 Million while visiting the coast, per year?**

It is those visitors that request the *official* [Oregon Coast Visitor Guide](#), put out by the [Oregon Coast Visitor Association](#) (OCVA) and [Travel Oregon](#), to help plan their trip.

+ 42% of the 100,000 guides annually produced were sent to direct requests from travelers requesting information.

+ roughly 60% are distributed at the 9 Travel Oregon statewide welcome centers, over 100 visitor centers, hotels, AAA office, major attractions and more...

**City of Brookings, Oregon** has a unique opportunity to reach those visitors directly; invite them to your part of the Oregon Coast and encourage their spending in your area.

**...but that opportunity ends next Friday, Dec. 7th.** Next opportunity doesn't come around till 2014.

**So what are you waiting for?**

Can we create a promotional program that ensures you get a

piece of that \$1.37 Million dollar pie, before its too late?

Terra

\* Financial spending report for Oregon Coast provided by  
Longwoods Travel USA.



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To no longer receive emails from this sender, [click here](#)



CHAMBER OF COMMERCE  
"Working To Help Our Businesses Grow"



To: Mayor, Common Council, City Manager; Director of Administration  
From: Les Cohen, President & CEO *Les Cohen*  
Subject: Program Report for calendar year 2009  
Date: January 29, 2010

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In accordance with the agreement between the Brookings-Harbor Chamber of Commerce and the City of Brookings, and as specified in Ordinance No. 80-O-342, Transient Room Tax, Paragraph 7 of said agreement, the following program report detailing performance accomplishments for calendar year 2009, under this Agreement is respectfully submitted.

Performance Accomplishments:

A. In Calendar Year (CY) 2009 the Brookings-Harbor Chamber of Commerce (Chamber) received \$41,237.52 in Transient Room Tax receipts from the City of Brookings for the promotion of the Brookings-Harbor area. During that same period of time the Chamber expended \$46,704.61 in the promotion of the Brookings-Harbor area. This figure does not include administrative expenses relating to Visitor Information Center overhead, salaries, nor any other non-marketing or promotion expense.

The funds were expended, in part, as follows:

1. Printing of promotional brochures - \$1,682.00
  - a. "Annual Calendar of Events"; "Great Things to See & Do"; "Children's Activities"; "Trails of the Chetco Ranger District"; "Nature Based Activities"; "Senior Housing and Special Services"; "Japanese Bomb Attack".
2. Postage for visitor information packets - \$2,051.00
3. Toll Free Telephone Number - \$494.00
4. Outdoor Sportsmen Shows (Roseburg, Medford) and Tourism Conferences - \$2,223.00
5. Oregon Coast Magazine (6 issues) - \$5,013.00
6. Travel Oregon Guide (Spring/Summer; Fall/Winter issues) - \$10,500.00
7. The Oregon Travel Planner - \$6,600.00
8. Curry Coastal Pilot Vacation Guide & RV Tour Map - \$270.00
9. Festival & Event Advertising - \$10,005.00
10. 2009 Winter TV Ad Campaign in Rogue Valley & Klamath Basin - \$3,820.00
11. 2010 Winter TV Campaign in northern California & Rogue Valley as part of a South Coast Partnership with additional matching funds from Travel Oregon (includes new website: [www.southcoastoregon.com](http://www.southcoastoregon.com)) - \$2,000.00

Sub-Total            \$44,658.00

This amount represents only a partial list of Marketing & Promotions expenses for calendar year 2009. Some expenses it does not include are: postage for relocation packages; additional print and electronic media advertising; co-op advertising at Travel Shows through Oregon Coast Visitor Association and Southern Oregon Visitor Association; internet exposure such as internet access; website links, and the purchase of ad words to enhance our website's exposure. This figure also

does not include expenses for travel to marketing related activities such as Outdoor and Sportsmen Shows and conferences and symposia related to tourism and marketing.

B. In Calendar Year (CY) 2009 statistics from the Chamber's Visitor Information Center and the new Crissey Field State Welcome Center show a combined total of recorded visitors of 44,155. This represents a decrease in recorded visitors compared to calendar year 2008, and while the Chamber's Visitor Information Center visitor count was up from last year, the State Welcome Center did not record visitor numbers for several months that were recorded in CY 2008. However, the overall percentage of decrease is smaller than that experienced in other regions of the state.

C. City of Brookings Transient Room Tax revenues were down in CY 2009. We believe this reflects the decrease in visitors described in paragraph B, and is believed to be the result of the global economic situation and its impact on the availability of disposable income, which is the source of vacation expenses.

D. Marketing and promotion efforts in calendar year 2009 have resulted in large numbers of inquiries for information about the Brookings-Harbor area. The Chamber documented and responded to 224,993 request for information in CY2009.

The Chamber's website continues to be a strong source of information about our community, hosting an additional 181,205 individual visits in 2009. We continue to make ongoing efforts to increase the website's position and presence on the Internet.

E. Sources of Chamber revenue, such as membership dues, fund raising activities, program services, cooperative advertising with members and special events continue to subsidize the Chamber's additional marketing and promotions expenses as well as 100% of the Chamber's administrative expenses. Neither fixed nor variable overhead costs related to the operation of the Chamber's year-round Visitor Information Center are paid for with City Transient Room Tax dollars.

The Chamber, for the fifteenth consecutive year, is proud to state that it is in full compliance with Paragraph 4 of the Agreement between the Brookings-Harbor Chamber of Commerce and the City of Brookings, which states "...no more than thirty percent (30%) of the revenues received by the Chamber under the Agreement may be used for payroll costs."

Tourism forecast for this current calendar year:

- We will continue to engage in marketing & promotion activities that will lead to increased awareness and a stable flow of visitors to our area. We have recently been instrumental in forming a partnership with other South Coast communities, including Reedsport/Winchester Bay; Lakeside; North Bend Coos Bay; Bandon; Port Orford, and Gold Beach to promote the Southern Oregon Coast in northern California and the Rogue Valley, our prime target market and source of our largest percentage of visitors. This partnership was awarded a \$10,000 matching grant from Travel Oregon, resulting in an \$18,000 winter TV advertising campaign which began running on January 18, 2010 and will continue through April 2010.
- While the new State Welcome Center at Crissey Field was expected to have a significant impact on the number of the area's recorded visitors due to its location and visibility, unfortunately and disappointingly poor design, signage and decrease staffing and hours of operation have resulted in lower visitor counts at that location than anticipated. Will have been lobbying with Travel Oregon and ODOT to remedy these problems and will continue to do so.

- The Chamber continues to play an active role in the "America's Wild Rivers Coast," regional marketing consortium, informing the vacationing public of the many diverse activities available in Curry and Del Norte Counties and helping to define America's Wild Rivers Coast as a destination area, with the intent of increasing the length of their visits. It is generally recognized that this consortium has achieved success in branding Curry and Del Norte Counties.
- The Chamber and Brookings lodging sector is represented on the Board of Directors of the Southern Oregon Visitors Association and participates with the Oregon Coast Visitors Association, to promote awareness of our area.
- We are in the process of redesigning our primary visitor information fulfillment pieces, including our lodging & dining guides, with the intent of providing a product that will be more inviting, attractive and usable.
- In 2009 the Chamber and several of its members hosted a group of travel writers from Portland, Eugene, Bend and Coeur d'Alene, Idaho for two days introducing them to our area. We are hopeful that their visit will result in several articles published in regional magazines and newspapers.

Similarly, the Chamber participated in the invitation and implementation of hosting the 2009 State Welcome Center Conference in Curry County, culminating with a very successful reception at the Crissey Field State Welcome Center. It is our hope that as those attendees return to their State Welcome Center throughout Oregon they will be able to provide first-hand experiences to travelers about the virtues of our area.

- The Chamber is in the process of implementing a new membership management software program that will enable our members to easily provide promotional coupons on the Chamber website, encouraging visitors to patronize their businesses.
- The Chamber has begun to take a more active approach in promoting the Brookings-Harbor area through channels of social networking: The Chamber has initiated a Travel Brookings Twitter account as well as a Brookings-Harbor Face Book Page. These resources will be improved and enhanced throughout the year.



RECEIVED

JAN 31 2011

Per. 

To: Mayor, Common Council, City Manager; Director of Administration  
From: Les Cohen, President & CEO   
Subject: Program Report for calendar year 2010  
Date: January 31, 2011

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In accordance with the agreement between the Brookings-Harbor Chamber of Commerce and the City of Brookings, and as specified in Ordinance No. 80-O-342, Transient Room Tax, Paragraph 7 of said agreement, the following program report detailing performance accomplishments for calendar year 2010, under this Agreement is respectfully submitted.

Performance Accomplishments:

A. In Calendar Year (CY) 2010 the Brookings-Harbor Chamber of Commerce (Chamber) expended \$40,816.37 in the promotion of the Brookings-Harbor area. This figure does not include administrative expenses relating to Visitor Information Center overhead, salaries, nor any other non-marketing or promotion expense.

The funds were expended, in part, as follows:

1. Printing of promotional brochures - \$936.08
  - a. "Annual Calendar of Events"; "Great Things to See & Do"; "Children's Activities"; "Trails of the Chetco Ranger District"; "Nature Based Activities"; "Senior Housing and Special Services"; "Japanese Bomb Attack".
2. Postage for visitor information and relocation packets - \$1,330.10
3. Toll Free Telephone Number - \$447.94
4. Outdoor Sportsmen Shows (Roseburg, Medford) and Tourism Conferences - \$1,242.74
5. Oregon Coast Magazine (6 issues) Including Mile-by-Mile Guide - \$5,013.00
6. Travel Oregon Website Advertising- \$2,632.00
7. The Oregon Travel Planner - \$6,600.00
8. Curry Coastal Pilot Vacation Guides - \$720.00
9. Charter Media television marketing - \$987.00
10. Festival & Event Advertising - \$10,623.53
11. 2010 Winter TV Campaign in northern California & Rogue Valley as part of a South Coast Partnership with additional matching funds from Travel Oregon (includes new website: [www.southcoastoregon.com](http://www.southcoastoregon.com) - \$2,000.00

This represents only a partial list of Marketing & Promotions expenses for calendar year 2010. Expenses not listed are: additional print and electronic media advertising; co-op advertising at Travel Shows through Oregon Coast Visitor Association and Southern Oregon Visitor Association; internet exposure such as internet access and website links. This figure also does not include expenses for travel to marketing related activities such as Sportsmen Shows and conferences and symposia related to tourism and marketing..



B. In Calendar Year (CY) 2010 statistics from the Chamber's Visitor Information Center and the new Crissey Field State Welcome Center show a combined total of recorded visitors of 32,087. While the Chamber's Visitor Information Center visitor count has remained relatively constant compared to last year, the State Welcome Center did not record visitor numbers for several months that they did record in CY 2009. We have been working with Travel Oregon, who in turn has been working with Oregon State Parks, to address improved signage and staffing. We believe that while inadequate signage has led to decreased visitors to the State Welcome Center, the reduced staffing has led to insufficient recording of those visitors who do find their way there.

C. City of Brookings Transient Room Tax revenues were down in CY 2010. We believe this reflects the uncertainty held by many regarding the general economy and its resulting impact on the perceived and real availability of discretionary income, which is the source of vacation expenses.

D. Marketing and promotion efforts in calendar year 2010 have resulted in large numbers of inquiries for information about the Brookings-Harbor area. The Chamber documented and responded to 256,201 requests for information in CY2010. This number represents a 14% increase over the previous year. Much of this is attributable to a 12% increase in visitors to the Chamber's website (202,786); a monthly average of nearly 17,000 individual visits.

E. Sources of Chamber revenue, such as membership dues, fund raising activities, program services, cooperative advertising with members and special events continue to subsidize the Chamber's additional marketing and promotions expenses as well as the Chamber's administrative expenses. Neither fixed nor variable overhead costs related to the operation of the Chamber's year-round Visitor Information Center are paid for with City Transient Room Tax dollars.

The Chamber, for the sixteenth consecutive year, is proud to state that it is in full compliance with Paragraph 4 of the Agreement between the Brookings-Harbor Chamber of Commerce and the City of Brookings, which states "...no more than thirty percent (30%) of the revenues received by the Chamber under the Agreement may be used for payroll costs."

Tourism forecast for this current calendar year:

- We will continue to engage in marketing & promotion activities that will lead to increased awareness and a stable flow of visitors to our area. The partnership we were instrumental in forming in 2009 with other South Coast communities, including Reedsport/Winchester Bay; Lakeside; North Bend Coos Bay; Bandon; Port Orford, and Gold Beach to promote the Southern Oregon Coast in northern California and the Rogue Valley, our prime target market and source of our largest percentage of visitors, continues to function and be funded by the individual partners with the same goal. This partnership won the 2010 "Exceptional Partnership Award" at the Oregon Governor's Conference on Tourism in April. It was also re-granted by Travel Oregon in 2011 to allow for the continuation of its promotion on Travel Oregon's website.
- The Chamber continues to play an active role in the America's Wild Rivers Coast regional marketing consortium, informing the vacationing public of the many diverse activities available in Curry and Del Norte Counties and helping to define America's Wild Rivers Coast as a destination area, with the intent of increasing the length of visits. It is generally recognized that this consortium has achieved significant success in branding Curry and Del Norte Counties. A new portal website is in place that directs visitors to each of the five communities participating in the consortium. Chamber President Les Cohen has been appointed Chair of the Consortium's Board of Directors for 2011.

- The Chamber and Brookings lodging sector is represented on the Board of Directors of the Southern Oregon Visitors Association and the Chamber participates with the Oregon Coast Visitors Association, to promote awareness of our area. Chamber President Les Cohen is the Southern Oregon Visitors Association Curry County Chairperson.
- We have redesigned our primary visitor information fulfillment piece, the result of which is a colorful publication that is not only more inviting, attractive and usable, it contains a map of the area and information on lodging, camping (both tent and RV), dining, annual events and attractions. We took delivery of 30,000 copies in December 2010.
- As part of the redesign of our primary fulfillment piece we have added an interactive map on the Chamber website that allows visitors to “pinpoint” participating local businesses.
- The Chamber's new membership management software program will enable our members to easily provide promotional coupons on the Chamber website, encouraging visitors to patronize their businesses. The launching of this feature is anticipated in the first quarter of 2011.
- The Chamber continues to take an active approach in promoting the Brookings-Harbor area through channels of social networking: The Chamber's “BrookingsHarborOregon” Face Book Page presently has over 1,400 Fans and is visited monthly by hundreds of people. The page is used to post photos of the area by a number of talented amateur photographers as well as upcoming local events.
- Travel Oregon lodging statistics for 2010 showed an increase in occupancy throughout the Oregon Coast of 4.4 percent. While Brookings' Transient Room Tax revenues for 2010 were lower than the previous year's revenue, we remain optimistic that improvement in the general economy and the realization of its improvement by the general public, coupled with our efforts as listed above, will result in increased occupancy for this new year.



To: Mayor, Common Council, City Manager; Director of Administration  
From: Les Cohen, President & CEO *Les Cohen*  
Subject: Program Report for calendar year 2011  
Date: January 30, 2012

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In accordance with the agreement between the Brookings-Harbor Chamber of Commerce and the City of Brookings, and as specified in Ordinance No. 80-O-342, Transient Room Tax, Paragraph 7 of said agreement, the following program report detailing performance accomplishments for calendar year 2011, under this Agreement is respectfully submitted.

Performance Accomplishments:

A. In Calendar Year (CY) 2011 the Brookings-Harbor Chamber of Commerce (Chamber) expended \$64,633.72 in the promotion of the Brookings-Harbor area. This figure does not include administrative expenses relating to Visitor Information Center overhead, salaries, nor any other non-marketing or promotion expense, and is \$23,800 more than spent in CY 2010, representing a 58 percent increase in promotional spending. Part of this increase is due to cooperative advertising with the South Coast Partnership and the Brookings-Harbor Chamber of Commerce's administration of a Travel Oregon grant to promote Oregon's South Coast, and significantly increased postage costs for mailing the new map/brochure, filling requests for tourism information.

The funds were expended, in part, as follows:

1. Printing of promotional brochures - \$273.65
  - a. "Annual Calendar of Events"; "Great Things to See & Do"; "Children's Activities"; "Trails of the Chetco Ranger District"; "Nature Based Activities"; "Senior Housing and Special Services"; "Japanese Bomb Attack".
2. Postage for visitor information and relocation packets - \$5,704.39
3. Toll Free Telephone Number - \$411.09
4. Outdoor Sportsmen Shows (Roseburg, Medford) and Tourism Conferences - \$1,230.07
5. Oregon Coast Magazine (6 issues) Including Mile-by-Mile Guide - \$5,522.30
6. Travel Oregon Website Advertising - \$5,075.50
7. The Oregon Travel Planner - \$6,600.00
8. Curry Coastal Pilot Vacation Guides - \$720.00
9. Festival & Event Advertising - \$7,803.17
10. 2011 Winter TV Campaign in northern California & Rogue Valley as part of a South Coast Partnership with additional matching funds from Travel Oregon - \$13,515.00.

This represents only a partial list of Marketing & Promotions expenses for calendar year 2011. Expenses not listed are: additional print and electronic media advertising; co-op advertising at Travel Shows through Oregon Coast Visitor Association and Southern Oregon Visitor Association; internet exposure such as internet access and website links. This figure also does not include expenses for travel to marketing related activities such as Sportsmen Shows and conferences and symposia related to tourism and marketing..

B. In Calendar Year (CY) 2011 statistics from the Chamber's Visitor Information Center and the new Crissey Field State Welcome Center show a combined total of recorded visitors of 43,023. This represents a 34% increase over CY 2010. This is partially a result of our work with Travel Oregon to increase staffing hours at the Crissey Field State Welcome Center, and the improved signage by Oregon State Parks, also resulting in part from our lobbying Travel Oregon.

C. City of Brookings Transient Room Tax revenues for the tourism season months of May through September continue to remain strong. For this past calendar year the bed tax revenues collected for these months was an 11.4% increase compared to the same months in CY 2009.

D. Marketing and promotion efforts in calendar year 2011 have again resulted in large numbers of inquiries for information about the Brookings-Harbor area. The Chamber documented and responded to 272,395 requests for information in CY2011. This number represents a 20% increase since CY 2009. Included in this figure are 176,890 individual visits to the Chamber's website.

E. As in all previous years of the Agreement, the Chamber has sources of revenue, such as membership dues, fund raising activities, program services, cooperative advertising with members and special events continue to subsidize the Chamber's additional marketing and promotions expenses as well as the Chamber's administrative expenses. Neither fixed nor variable overhead costs related to the operation of the Chamber's year-round Visitor Information Center are paid for with City Transient Room Tax dollars.

The Chamber, for the seventeenth consecutive year, is proud to state that it is in full compliance with Paragraph 4 of the Agreement between the Brookings-Harbor Chamber of Commerce and the City of Brookings, which states "...no more than thirty percent (30%) of the revenues received by the Chamber under the Agreement may be used for payroll costs."

Tourism forecast for the current calendar year:

- The Chamber has taken several steps in CY2011 and has initiated steps in CY 2012 that we believe will enhance the Brookings-Harbor area's visibility for the promotion of tourism.
  - The Chamber will be launching a new, redesigned website within the next three weeks. This website was designed to be appealing to the viewer interested in visiting Brookings-Harbor with the following features:
    - The site is Visitor oriented and user friendly.
    - It has extensive photo galleries specific to tourism, relocation and doing business and a liberal placement of photos throughout the site.
    - The site will have a feature that will allow local businesses to offer "Hot Deal" coupons to promote their businesses and enhance attractiveness of our area to visitors.
    - The site will have the capability of instantly translating its content into five languages in addition to English: Spanish, French, German, Chinese and Japanese. The U.S. tourism industry has been positioning itself to attract the huge Chinese populations who now have the means and the desire to travel to the U.S. We believe that by making our website easily understandable to these markets we will attract a larger number of international visitors. This feature dovetails nicely with U.S. Government's recently announced focus on positioning the U.S. more effectively as a destination for international travelers.
  - The Chamber's redesigned Visitor brochure, with its interactive map on the Chamber website that allows visitors to "pinpoint" participating local businesses, has proven to be an unqualified success and provides potential visitors with all of the information they need to plan and enjoy a Brookings-Harbor visit. Of the 30,000 copies of this publication delivered in December 2011,

more than half of them have since been distributed and we are planning for a revised reprint for CY 2013.

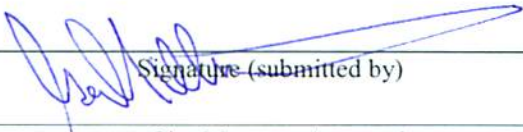
- The Chamber has recently published and is distributing the "2012-2013 Community Profile and Business Directory", as a fulfillment magazine promoting tourism, relocation and business desirability of our community.
- The Chamber's Facebook page, initiated in CY2010, has grown to over 2,100 fans that access the site, on average, more than 1,500 times each week. The site provides up to date photos of the area as well as information on upcoming events and activities. It also allows Brookings-Harbor businesses to promote their events and activities.
- In the fall of 2011 the Chamber facilitated a two day tour of five Culinary Travel Writers from British Columbia, Portland, Tennessee and California, which has resulted in several articles and blogs lauding our area's culinary and visual treats.
- We will continue to engage in marketing & promotion activities that will lead to increased awareness and a stable flow of visitors to our area. The partnership we were instrumental in forming in 2009 with other South Coast communities, including Reedsport/Winchester Bay; Lakeside; North Bend Coos Bay; Bandon; Port Orford, and Gold Beach to promote the Southern Oregon Coast in northern California and the Rogue Valley, our prime target market and source of our largest percentage of visitors, continues to function and be funded by the individual partners with the same goal. This partnership won the 2010 "Exceptional Partnership Award" at the Oregon Governor's Conference on Tourism in April. It was also re-granted by Travel Oregon in 2011 and 2012 to allow for the continuation of its promotion in select TV markets and Travel Oregon's website.
- The Chamber continues to play an active role in the America's Wild Rivers Coast regional marketing consortium, informing the vacationing public of the many diverse activities available in Curry and Del Norte Counties and helping to define America's Wild Rivers Coast as a destination area, with the intent of increasing the length of visits. It is generally recognized that this consortium has achieved significant success in branding Curry and Del Norte Counties. A portal website is in place that directs visitors to each of the five communities participating in the consortium. Chamber President Les Cohen served as Chair of the Consortium's Board of Directors in 2011, and is Vice Chair for 2012.
- The Chamber is represented on the Board of Directors of the Southern Oregon Visitors Association; the Chamber also participates with the Oregon Coast Visitors Association, to promote awareness of our area. Chamber President Les Cohen is the Southern Oregon Visitors Association Curry County Chairperson and a member of their Executive Committee.

# CITY OF BROOKINGS

## COUNCIL WORKSHOP REPORT

Meeting Date: October 1, 2012

Originating Dept: City Manager

  
\_\_\_\_\_  
Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject: City Hall Remodel – Visitor Center – Public Works - IT

Financial Impact: See attached estimates

Background/Discussion:

Staff has prepared a cost estimate for remodeling projects at City Hall. We were planning to budget for some of this remodeling in 2013-14, but as the City Council is now discussing the City's role in visitor services...and part of this project relates to facilities that might support a City visitor service effort...we are bringing this to the Council's attention at this time.

**Visitor Center**

This project involves the development of a Visitor Center inside the City Hall building with exterior signing. The office previously occupied by the Public Works Director would be modified to serve as a visitor information center. The window and counter that is currently serving as a display cabinet would be re-opened. Doors would be installed in the City Hall hallway that would allow the area of the hallway between the City Hall main entrance and the visitor center to be segregated from the remainder of the building, and the existing Men's restroom would be converted to a unisex (lockable door), ADA accessible restroom. This would enable this part of the building to be open to the public during days and hours...such as Saturdays...when the rest of the building is closed.

Signs would be installed on Chetco Avenue and Elk Drive directing visitors to the Visitor Center. Parking on the southwest side of Elk Drive would be restricted to RVs.

The Visitor Center would be staffed with existing employees 20 hours per week during off-season and 30 hours per week during the tourism season, supplemented with volunteers. Lauri Ziemer's work station would be relocated to visitor information center, and the counter there would double as a public counter for the parks operation, issuing parks use permits and handling general public inquiries. The Chamber also used volunteers to help staff its visitor center, and the City could do the same thing.

The existing office space would be reduced to accommodate the development of a Public Works Work Room.

Another element of the project would be to enlarge the Police Station lobby by expanding into an oversized office adjacent to the lobby. This additional lobby space would be used for visitor display purposes with visitor brochures that could be self-dispensed. Police Communications Operators report that they often experience visitors dropping in to the Police Department lobby

after hours looking for information about motels, restaurants, campgrounds and “things to do” as the Police Department is the only office open at night. Police Officers have also requested that the City provide them with a supply of information brochures that they can hand-out to visitors who contact them in the field.

The City Hall is located in central Brookings just one block from Highway 101 and, as such, is well situated for this purpose.

**Work Room**

This Work Room would house a copier, plotter, plan charts/books, records and provide a space to meet with engineers and the public to review plans. The existing doorway into the hall immediate across the hall from the Public Works/Planning/Building office would be retained.

**IT – Server Room**

This room is used to house the City’s computer servers and other IT equipment and would be relocated to the office previously occupied by the Public Works Inspector. Access would be restricted through the Work Room and all exterior doors and windows would be covered.

Part of this project includes relocating all of the telephone system switching equipment...including wiring and equipment that serves the Police Department telephone system...from an exposed area of the City Hall employee break room/kitchen to the IT room. This has been a concern to management for several years as this vital equipment is located in an insecure area vulnerable to accidents and inclement weather.

Attachment(s):

- a. Project scope outline.
- b. Budget estimate
- c. Floor Plan

## City Hall Visitors Center - Project Description - Scoping

1. Relocate Server Room to office space (Richards old office)
  - Infill exterior window & door with wood studs, T1-11 siding, insulation, drywall & paint.
  - Install new hardware on existing interior door. Add sound insulation & seal door to eliminate or reduce sound transfer.
  - Extend power run from generator into new server room
  - Add two dedicated 20 amp circuits
  - Relocate PBX & Punch Down Racks
  
2. Convert existing Server Room into PW/DS Conference Room.
  - Demo west wall , drywall, studs & electrical
  - Construct new wall in old partition opening as shown on plan – 2x4 wood framing, drywall, insulation & electrical.
  - Extend t-bar ceiling (approx. 12x3)
  - Remove existing air handler on east wall.
  - New carpet & base
  - Change out door with solid core wood door to match existing
  - Repair existing air handler on south wall
  - Create space in ceiling at south west corner for existing Fiber Optic Media Converter.
  
3. Convert Office into Visitors Center
  - Remove Drywall @ existing counter window
  - Extend or replace counter as needed
  - Add workstation/counter @ 29" AFF below existing counter
  
4. New Doors
  - Add new double, aluminum, full lite doors system with panic hardware. Sidelights and transom window as one unit.
  
5. Convert Men's Restroom into Unisex Restroom
  - Remove Partitions
  - Remove Urinal
  - Remove drywall from west wall to adjust plumbing and add backing
  - Add FRP to all walls up 48"
  - Install new grab bars
  - Install ADA toilet
  - Patch tile floor
  - Install new solid wood core door with occupancy indicator. Min. 32" clear opening. Will require the removal of a portion block wall and the installation of a new header.



**6. Lobby Renovation**

- **Exit Signage & Emergency Lighting**
- **Lighting on separate circuit.**
- **Tile lobby floor**
- **Swap short bench and large bench**
- **Add additional bench next to Mayors office**
- **Add Brochure & Display Racks**

**7. Dispatch Lobby**

- **Remove a portion of existing wall to expand Lobby into Interview Room**
- **Add brochure/display racks**

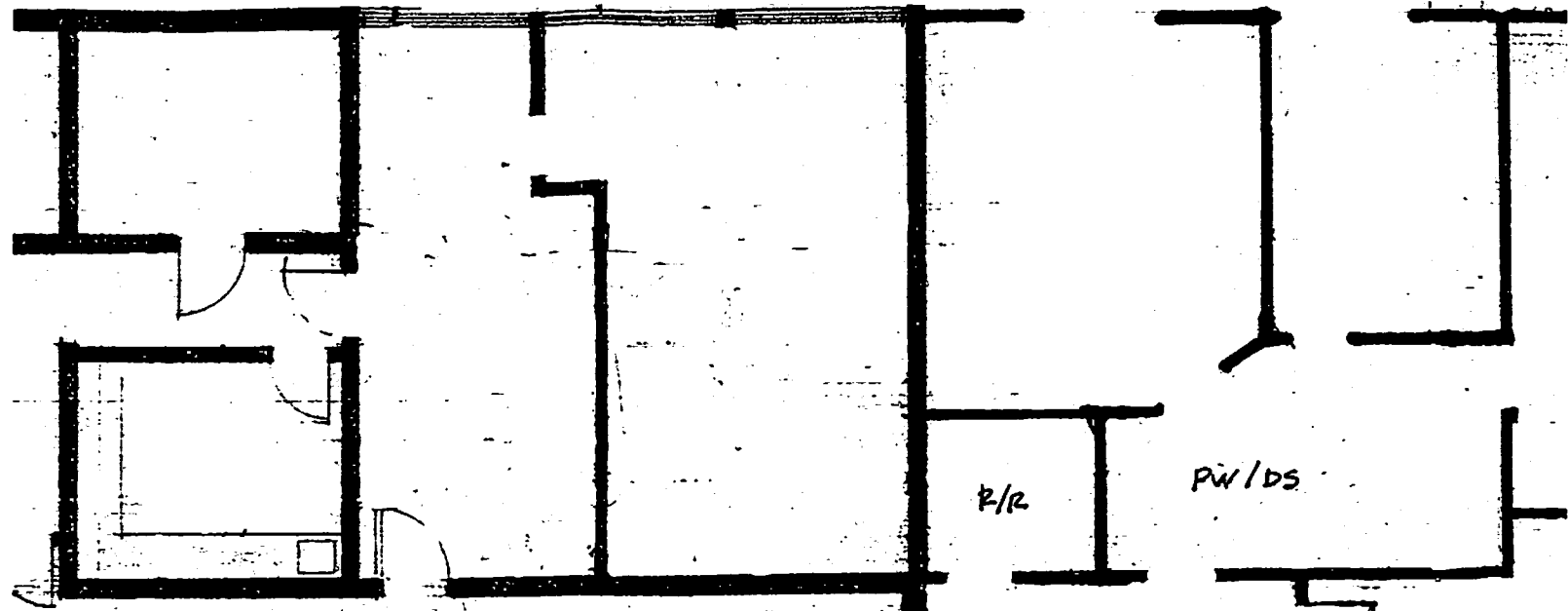
**8. Parking & Signage**

- **Information – direction signage @ Chetco Avenue directing to City Hall.**
- **Accommodate & mark RV parking along Elk Drive**

*City of Brookings*  
*City Hall - Visitors Center*

September 12 2012

No.	Description	Est. Cost
1	Demolition & Construction Labor	\$5,150
2	Construction Framing & Finish Materials	\$2,684
3	Doors	\$5,670
4	Electrical	\$3,495
5	Plumbing	\$1,500
6	Mechanical (HVAC unit relocation)	\$750
7	Tile Lobby	\$2,100
Total Sub Group 1		\$21,349
8	Relocate Server Room	\$4,800
10	Relocate Phone Demark from Break to Server Room	\$17,000
Total Sub Group 2		\$21,800
Total Construction Cost		\$43,149
Contingency (10%)		\$4,335
<b>Total Project Cost Estimate</b>		<b>Total Project Cost Estimate</b> <b>\$47,484</b>



SECURE  
CORRIDOR

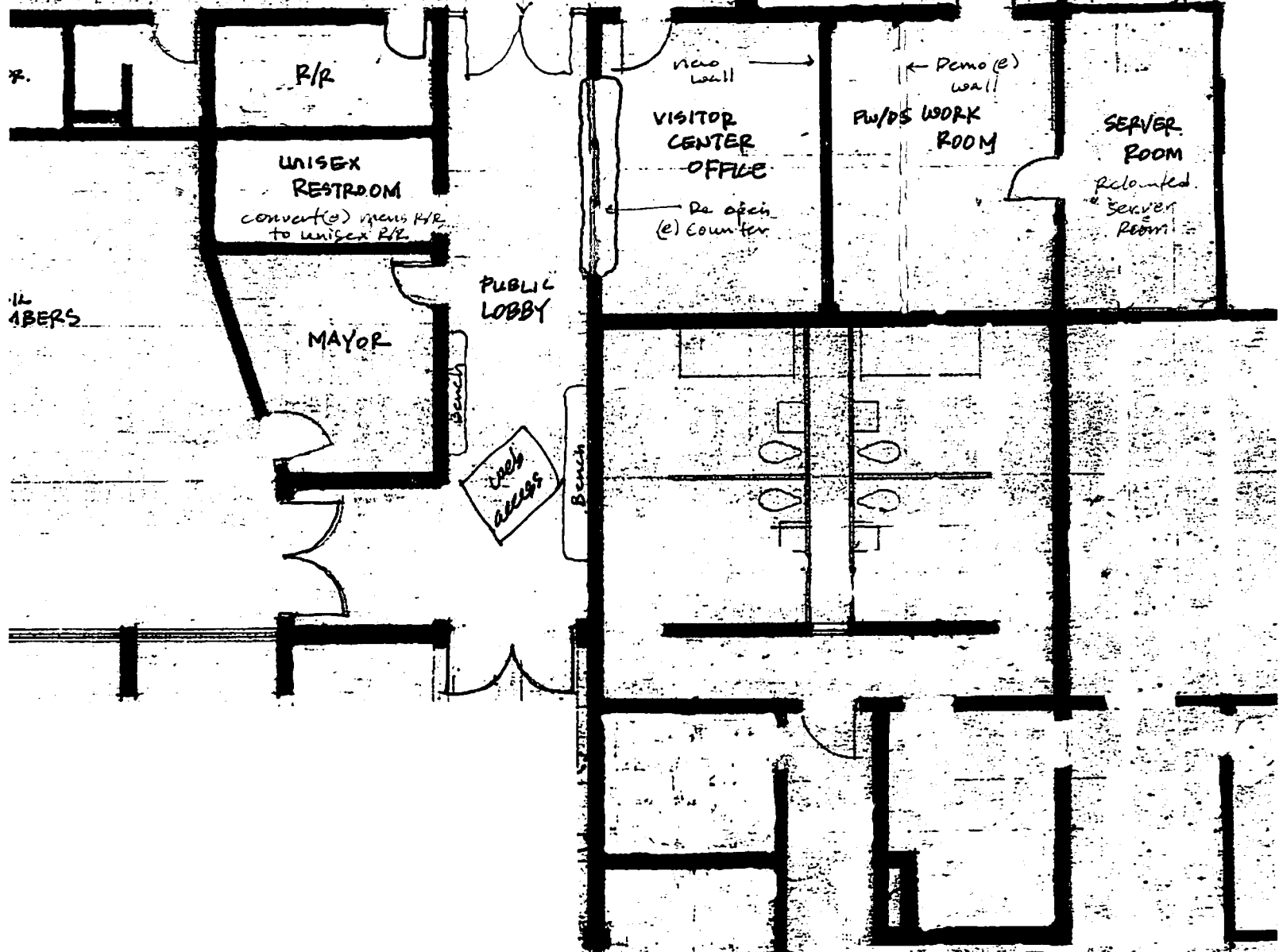
P/R

PW/DS

new dbl doors  
Secured, access point

secured access  
point

STAFF



P/R

UNISEX  
RESTROOM

convert (e) mens P/R  
to unisex P/R

PUBLIC  
LOBBY

MAYOR

web  
access

Bench

new wall

VISITOR  
CENTER  
OFFICE

Re open  
(e) counter

Demo (e)  
wall

PW/DS WORK  
ROOM

SERVER  
ROOM

relocated  
server  
room

ABERS