

City of Brookings

SPECIAL CITY COUNCIL MEETING & WORKSHOP AGENDA

Monday, August 6, 2012, 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415

SPECIAL MEETING

A. Call to Order

B. Pledge of Allegiance

C. Roll Call

D. Staff Reports

1. Award of Emergency Operating Center Construction Contracts. [Building Official - *Council Agenda Report pending - to be distributed under separate cover*].

E. Remarks from Mayor and Councilors

F. Adjournment

WORKSHOP

A. Call to Order

B. Roll Call

C. Topics

1. Curry Healthy Communities Presentation. [City Manager, pg. 2]
2. Azalea maintenance at Azalea Park. [City Manager, pg. 3]
 - a. "Notice" & map [pg. 4]
3. Regional economic development. [City Manager, pg. 6]
 - a. July 16 Workshop Report [pg. 7]
 - b. List of July 16 Workshop attendees [pg. 9]
4. Tourism Promotion and Visitor Services. [City Manager, pg. 10]
 - a. Draft Port agreement Council Agenda Report [pg. 12]
 - b. Draft Tourism Advisory Committee Council Agenda Report [pg. 17]
 - c. Visitor enhancement program outline [pg. 18]
 - d. Letter from Port of Brookings-Harbor regarding advertising [pg. 23]
 - e. Marketing Campaign Proposal from Curry Pilot [pg. 25]
5. Video campaign for recruiting new residents. [City Manager, pg. 29]
 - a. Email proposal from Chris Vanderschaaf [pg. 30]

D. Council Member Requests for Workshop Topics

E. Adjournment

*Obtain Public Comment Forms and view the agenda and packet information on-line at www.brookings.or.us, at City Hall and at the local library. Return completed Public Comment Forms to the City Recorder before the start of meeting or during regular business hours.

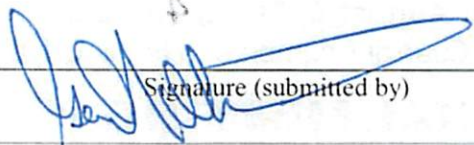
All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1102 if you have any questions regarding this notice.

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: August 6, 2012

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Curry Healthy Communities

Background/Discussion:

Annette Klinefelter from the Curry Healthy Communities project will be present to make a presentation concerning this project and to solicit the Council's input.

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: August 6, 2012

Originating Dept: City Manager


Signature (submitted by)

City Manager Approval

Subject: Azalea Maintenance and Azalea Park

Background/Discussion:

Staff met with representatives of the Azalea Park Foundation to explore a possible agreement whereby the Foundation would assume responsibility for a wider range of maintenance functions at Azalea Park in exchange for an annual stipend.

During the course of those discussion, APF representatives expressed concern over the condition of the native Azaleas located at the Park and, specifically, the use of riding lawnmowers and weed-eater devices in close proximity to the Azaleas.

APF representatives have also expressed apprehension about their continuing ability to maintain their designated area of the park due to declining membership and volunteerism.

Staff invited APF representatives to advise the Council of their concerns at a workshop. APF President Shirley Hiatt plans to discuss this matter with the Council at the workshop.

The City assumed ownership of Azalea Park from the State of Oregon in 1992. Attached is a "Notice" dated November 5, 1999, from the Foundation outlining their understanding of their role in the maintenance of Azalea Park and a diagram generally portraying the area of the Park they are responsible for maintaining.

Attachment(s):

- a. "Notice" and map

NOTICE

*Cornell Correy
Azalea Park
Azalea
Park
Found*

This is to notify the City Council and the Parks and Recreation Board that the Azalea Park Foundation will have completed its projected goals in the Azalea Park gardens by November 19, 1999. We will be modifying the ongoing work schedule and commitment to the park gardens annual maintenance as follows.

1. Continue to hold monthly Volunteer work parties during the year weather permitting to maintain the park in pristine condition.
2. Continue to supply funds to pay for an employee to work in the park one day per week for as long as funds are available.
3. Continue to hold our annual fund raiser and mailing campaign to generate monies to cover operational cost and maintain and enhance the endowment fund.
4. Continue to fund the removal and replacement of trees and plants in the gardens as the situation requires.
5. Discontinue the writing and applying for grants.

It is the goal of this board, as it was when this project first began, to make the Azalea Park gardens a "show place" within our city. We feel it is an asset and its beauty should be shared with the people of our community and all of our many visitors. We are very proud of the work of the volunteers who so faithfully month-in and month-out have supplied the labor needed to accomplish the results you see today and continue to volunteer their time to keep the park gardens a place of beauty.

Attached to this notice is a diagram of the park gardens. We have outlined the areas that the foundation will maintain responsibility for in the future. If there are any questions as to the contents of this notice please contact the Azalea Park Foundation.

AZALEA PARK FOUNDATION BOARD.

Edna Williams

11-5-99

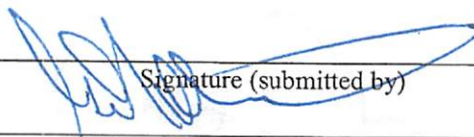
pc - Mayer, Council, Finance Director, P&R Chair

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: August 6, 2012

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Regional Economic Development

Recommended Action: Discussion

Background/Discussion:

This is a follow-up to the special workshop conducted on July 16 on the topic of regional economic development. Each agency attending was asked to discuss this matter with their respective governing boards to determine if there is interest in pursuing the formation of some form of regional economic development agency. As of this writing, staff has been contacted by representatives of the cities of Port Orford and Crescent City, and Del Norte County indicating that they are interested in pursuing this matter.

Staff is advised that the Del Norte County-based Tri Agency Economic Development Commission (Crescent City, Del Norte County and the Port District) has requested that its legal counsel review what changes would be needed to their organizational documents to provide for additional members, including members from Oregon.

This matter is placed on the workshop agenda to provide an opportunity for the City Council to discuss the matter further prior to placement as an action item on a City Council agenda.

Attachment(s):

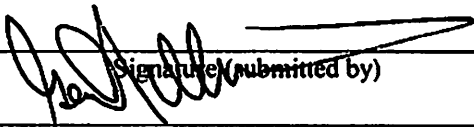
- a. July 16 Council Workshop Report
- b. July 16 workshop attendance list

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: July 16, 2012

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Regional Economic Development – SOREDI Presentation

Background/Discussion:

This is a special City Council workshop on economic development, specifically to hear a presentation by Ron Fox, Executive Director of Southern Oregon Region. Based in Medford, SOREDI conducts business recruitment and assistance programs in Jackson and Josephine Counties.

Fox's presentation will focus on SOREDI's successful business recruitment program that has been operating in the Rogue Valley. He will also provide information on the organizational structure and funding of the regional economic development agency.

The City Manager has invited representatives of other local agencies in Curry and Del Norte Counties to the workshop in hopes of kicking off a discussion of developing a similar program for the two-county coastal region.

The City Manager heard Fox's presentation at the Brookings Chamber of Commerce Annual Economic Outlook Forum describing their successful program to turn tourists into local business entrepreneurs. The City Manager believes that Brookings would benefit from the formation of a similar program in the two-county coastal region. The City Manager believes that none of the local agencies in our region, acting individually, has the resources necessary to undertake an effective economic development program.

Among its programs, SOREDI uses a tourism database to contact repeat visitors to the Rogue Valley and solicit their interest in relocating to the area. A number of these former tourists have relocated to the Rogue Valley, have brought their business with them and created jobs.

SOREDI was initially formed as a partnership among the cities of Medford, Grants Pass and Ashland, the counties of Jackson and Josephine, and three major utility companies in 1987. The organization assists in locating sites and incentives for local business that are expanding or firms from out of the area considering relocation. They also provide an array of business assistance services, administer a revolving loan fund and work with regulatory agencies to resolve issues relating to business expansion.

Grant funding may be available to develop a business plan for the creation of a SOREDI-like program in Curry/Del Norte Counties through the USDA Rural Business Opportunity Grant Program. Grants of up to \$50,000 are available to fund projects that improve economic conditions in rural communities. Among the eligible uses of these funds are conducting

feasibility studies and business plans, and long-term business strategic planning. Applications are due August 6.

One alternative would be to expand the existing Tri-Agency Economic Development Commission (County of Del Norte, City of Crescent City and Port of Crescent City) to include similar agencies in Curry County. Representatives of the Tri-Agency plan to attend the workshop.

Attachments:

- a. Tri-Agency home page.

Regional Economic Development Meeting Attendees 7-17-12


Name	Agency	Title	Email	Phone
Arlene Soto	SWOCC - SBDC	Director, Business Development	asoto@socc.edu	541-756-6445
Bob Pieper	BMA - Brookings	Brookings Business Owner		541-661-3237
Brent Hodges	City of Brookings	City Councilor	riversendconstruction@charter.net	541-469-6517
Candice Michel	BMA - Brookings	Brookings Merchants Assoc	candicem555@gmail.com	541-661-5726
Dave Gordon	City of Brookings	City Councilor	daveg42@charter.net	541-412-7029
Dave Itzen	Curry County	County Commissioner	itzend@co.curry.or.us	541-247-3296
Donna Westfall	City of Crescent City	City Councilor	donnawestfall@yahoo.com	707-951-3650
Gary Milliman	City of Brookings	City Manager	gmilliman@brookings.or.us	541-469-1101
Gene Palazzo	City of Crescent City	City Manager	epalazzo@crescentcity.org	707-464-7483
George Rhodes	Curry County	County Commissioner	rhodesg@co.curry.or.us	541-247-3260
Jane Stebbins	Curry Coastal Pilot	Reporter	jstebbins@currypilot.com	541-469-3123
Janet Pretti	SWOCC	Dean, Curry County Campus	jpretti@socc.edu	541-813-1673
Jay Sarina	Del Norte County	County Admin Officer	jsarina@co.del-norte.ca.us	707-464-7214
Jim Auburn	City of Port Orford	Mayor	jauborn@portorford.org	541-332-3681
Jodi Fritts	City of Gold Beach	City Administrator	jfritts@goldbeachoregon.gov	541-247-7029
Kathryn Murray	City of Crescent City	Mayor	kthrymur@aol.com	707-218-7251
Kelly McClain	City of Brookings	City Councilor	kjmcclain@gmail.com	541-254-0339
Kelly Schellong	City of Crescent City	City Councilor	kschellong@cc.crescentcity.org	707-464-7483
Richard Enea	City of Crescent City	City Councilor	cityclerk@crescentcity.org	707-464-4435
Ron Fox	So OR Regional Econ Dev	Executive Director	ron@soredi.org	541-773-8946
Ron Hedenskog	City of Brookings	Mayor	rhedenskog@brookings.or.us	541-469-1104
Sandy Vieira	Gold Beach Chamber	Executive Director	sandy@goldbeachchamber.com	541-247-0923
Tim Patterson		Brookings Business Owner	tim@yeeyee.com	541-661-0457

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: August 6, 2012

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Tourism Promotion and Visitor Services

Background/Discussion:

The City Council has discussed alternatives to contracting with the Brookings Harbor Chamber of Commerce for tourism promotion services. At the July workshop the City Council discussed a possible contract for tourism promotion services with the Brookings Harbor Port District combined with the appointment of a Tourism Advisory Committee. At its meeting of July 9, the City Council directed the City Manager to pursue an agreement with the Port District. A draft agreement has been developed.

We continue to receive inquiries from publications that have carried Brookings promotional advertising in the past. One such publication is Oregon Coast Magazine. We were contacted by the publisher of the magazine several times as he was reportedly advised by Chamber management that the City is now handling its own tourism promotion. Attached is a letter from Tawndy Davidson, Marketing and Event Coordinator with the Port of Brookings Harbor, documenting the latest contact from this publication. We did not renew the advertising.

Staff was preparing to present the Port Agreement and the appointment of a Tourism Advisory Committee to the City Council at the meeting of July 23. Some Councilors asked what the City itself could do to provide tourism promotion or visitor services, suggesting that the City utilize a portion of the Transient Occupancy Tax set aside for tourism promotion on physical improvements, such as wayfinding signs.

Staff developed an outline of visitor service projects that could be undertaken by the City itself and circulated this to City Councilors. Some Councilors indicated that they would like to discuss these items at a workshop. Thus, before proceeding further with an agreement with the Port District, staff has placed this matter on a workshop agenda for further discussion. Additionally, the Port Commission discussed this matter at their July meeting and continued the matter for further consideration.

While there is no "official" definition of "tourism promotion" versus "visitor services", in Staff's experience:

- Tourism Promotion involves activities related to attracting people to visit Brookings. This would include external (beyond Brookings) media advertising, pitching news on events and attractions to external media, participation in trade shows, hosting resources like a website and visitor bureau to respond to inquiries, and coordination with regional marketing efforts.

- Visitor Services involves activities related to people who have chosen to visit Brookings and who are now here. This involves hosting events, having an on-site visitor information center to provide information and referral, helping people find their way to attractions and services, providing a level of maintenance that makes visitors feel safe and in an attractive environment, having an informed cadre of customer service staff at businesses around town. We want people who visit here to tell their friends that Brookings is a clean, safety place to visit with a variety of things to do.

The City, in partnership with the business community and event organizers, needs to be engaged in both of these activities. Staff would envision that some of the items in the Visitor Enhancement Program outline could be funded from TOT, while others may be more appropriately funded through the City's Urban Renewal Agency or the unrestricted portion of the TOT.

Staff would like to have another round of discussion with the City Council concerning this matter before returning with recommended action items.

Attachment(s):

- a. Draft Port agreement CAR
- b. Draft Tourism Advisory Committee CAR
- c. Visitor Enhancement Program outline
- d. Letter from Port of Brookings Harbor Re Advertising
- e. Marketing Campaign.Proposal from Curry Pilot.

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

DRAFT

Meeting Date: July 23, 2012

Originating Dept: City Manager

Signature (submitted by)

City Manager Approval

Subject: Tourism Promotion Agreement with Port District

Recommended Motion:

Motion to authorize the Mayor to execute the contract for tourism promotion services with the port of Brookings Harbor.

Financial Impact:

The City would allocate 25 per cent of revenues received from the transient occupancy tax to fund tourism promotion through a contract with the Port of Brookings Harbor.

Background/Discussion:

The City Council approved a one-year agreement with the Brookings Harbor Chamber of Commerce to perform tourism promotion services. The Chamber of Commerce subsequently declined to execute the agreement. The City Council directed staff to research alternatives for providing this service. The City Council discussed this matter and reviewed several alternatives for providing tourism promotion at its June 4, 2012, workshop and June 25, 2012, City council meeting. At those meetings, it appeared that the Council was most interested in pursuing an agreement with the Port of Brookings Harbor or forming a City tourism promotions committee. Staff has developed a recommendation drawing from both of these alternatives for fiscal 2012-13.

The City Manager has met several times with the Brookings Harbor Port District General Manager to discuss an agreement whereby the Port marketing and promotions staff would assume the function of managing the City's tourism promotion program, and developing a joint City/Port tourism promotion program. The Port has two part time promotions/events employees that would be available to conduct the promotions program, including organizing events. The Port would be willing to increase the hours of the employees at Port expense in order to maximize the City funding for advertising promotion. City and Port management also discussed developing a new joint marketing plan, which would address issues such as a jointly-shared tourism website. The Port office, which is currently staffed M-F, 8:00 a.m. to 5:00 p.m. (closed at lunch), could initially serve as the visitor information center; Port management indicated the days and hours could be adjusted to include weekends.

The City is located within the Port District and a number of events that benefit the City's lodging and visitor service industry occur outside of the City Limits, but within the boundaries of the Port District (which extends from Pistol River to the California border). Several of these events are conducted on Port District property, which is the only site in the area conducive to large festivals.

Another alternative was the formation of a volunteer City promotions committee to assist the City Manager in developing a City tourism promotion program. It was envisioned that a tourism promotion committee may consist of local tourism business operators and marketing professionals.

The City Manager is recommending an integration of the aforementioned alternatives which would include a single-year agreement with the Port District through which the Port would develop and implement a tourism promotion plan that is jointly approved by the Port Board of Directors and the City Council. The City would appoint a five-member Tourism Advisory Committee consisting of the City Manager and four private business owners who are primarily engaged in tourism and hospitality business activities (i.e. motels, restaurants, visitor-serving retailers). Port staff would work with this advisory committee in developing tourism promotion strategies.

The Port District Board of Directors was scheduled to consider this matter at their meeting of July 17, 2012.

In addition to contracting with the Port District for tourism promotion, the City Manager has developed a proposed "Visitor Enhancement Program" which would include establishing a visitor information center at City Hall, developing a visitor information module for the City's new website, preparing visitor and park information brochures, improving wayfinding signage, developing a historic walking tour, developing a program to support the placement and operation of an information kiosk downtown, developing tourism-related facilities and attractions, and enhancing public/private property maintenance along highway corridors. These projects and activities would be further developed during the course of the current fiscal year in consultation with the Tourism Advisory Committee.

Attachment(s):

- a. Proposed agreement with the Port of Brookings Harbor.

AGREEMENT

(City of Brookings/Brookings-Harbor Port District)

THIS AGREEMENT, effective as of August 1, 2012, by and between the CITY OF BROOKINGS "(CITY)", a municipal corporation of the State of Oregon,; and the BROOKINGS-HARBOR PORT DISTRICT ("PORT"), an Oregon Not For Profit Corporation.

RECITALS

WHEREAS, the Common Council of CITY desires to contract for a tourism promotion program utilizing funds from motel taxes collected within the City of Brookings, and

WHEREAS, PORT has the capability and desire to undertake such a tourism promotion program,

AGREEMENT

NOW, THEREFORE, for and in consideration of the sums to be paid by CITY and the obligations to be performed by PORT as hereinafter set forth, the parties hereto mutually covenant, stipulate and agree as follows:

1. Promotions Fee. CITY agrees to pay to PORT a fee to perform a specified program of activities as agreed upon during the City of Brookings annual budget preparation and adoption process. Said agreed upon fee shall equal 25% of the *monthly collected* motel tax by CITY *during the previous month.*

2. Payment. Monies payable under Paragraph 1 shall be transmitted by CITY to PORT monthly, by the 15th day of the following month.

3. Promotions Program. PORT shall develop a tourism promotion plan to be jointly approved by respective CITY and PORT governing boards. PORT shall implement said agreed upon program designed to promote tourism and local and special events in the Brookings area. Such programs may include, but are not limited to: radio, television, and magazine advertisements; mailings; flyers; billboards; and other advertising methods designed to both promote tourism and local and special events, and to inform visitors as to scenic and historic attractions, entertainment, restaurants, accommodations, and other matters of special interest to visitors. PORT will be solely responsible to furnish all labor and supplies necessary to develop and implement such program. PORT shall operate a Visitor Information Center (the "Center") during the hours set forth in Paragraph 4.

4. Visitors Center. PORT shall operate a Visitor Information Center (the "Center") with operating days and hours substantially as follows:

October through March:	8 hours/day	5 days/week
April through May:	8 hours/day	5 days/week
	4 hours/day	Saturdays
June through September:	8 hours/day	5 days/week
	4 hours/day	Sat/Sundays

5. Promotions Committee. CITY shall appoint a seven member Tourism Promotions Committee whose membership shall consist of representatives of the tourism and hospitality industry. Said committee shall be advisory to CITY and PORT staff in the development of tourism promotion programs and strategies.

6. Books and Records. PORT shall prepare an accounting of fees received from CITY under Paragraph 1 and disbursements made by PORT under Paragraph 4 separate and apart from its general books of account (the "Promotions Ledger"). The City Manager or his/her designee may examine the Promotions Ledger during normal business hours after providing written notification to the PORT at least 48 hours prior to the time such examination is to be held. Information provided by PORT to CITY under this Paragraph 6 shall not be considered the confidential property of PORT. Nothing contained herein shall be interpreted to grant CITY access to the general books, papers and accounting records of PORT or any other material of PORT, except as specifically set forth in this Agreement.

7. Reports. PORT shall file a copy of the Promotions Ledger with the City Manager on a monthly basis. PORT understands that such filings shall be considered public information. In addition, PORT shall file with the City Manager on or before *August 31* of each year, a program report detailing performance accomplishments, suggestions and problems occurring under this Agreement to that point in time.

8. PORT Covenants. PORT, in receiving monies from CITY and in providing services to CITY hereunder, shall:

(a) Not discriminate in providing services hereunder on the basis of age, race, sex, color, religion or national origin.

(b) Not assign, transfer or delegate to any third party complete operational authority for services performed under this Agreement without the prior written consent of CITY, which consent will not be unreasonably withheld or delayed.

9. PORT shall contribute, either through cash or in-kind services, an amount of funds equal to the amount provided by CITY under this Agreement.

10. Indemnity. PORT shall be solely responsible and shall hold CITY harmless from all matters relating to PORT'S performance under this Agreement, including payment of its employees in compliance with social security, withholding and other regulations governing such matters. PORT shall, at all times, indemnify and hold CITY harmless from and against any and all actions or causes of action, claims, demands, liabilities, losses, damages, or expenses of whatsoever kind and nature, including attorney fees, which CITY may sustain or incur as a result of errors or omissions in PORT'S performance under this Agreement. CITY shall, at all times, indemnify and hold PORT harmless from and against any and all actions or causes of action, claims, demands, liabilities, losses, damages, or expenses of whatsoever kind and nature, including attorney fees, which PORT may sustain or incur as a result of errors or omissions in CITY'S performance under this Agreement.

11. Term. This Agreement shall take effect on the 1st day of July 2012, and shall remain

in effect for a period of one year or until terminated as described in this Agreement.

12. Termination. Either party for any reason may terminate this agreement upon 30 days written notice. In addition, this Agreement may be terminated automatically if it is later determined that any of its terms conflicts with or are preempted by state law, now existing or hereafter enacted.

13. Compliance With Law. PORT shall observe and comply with all local, state and federal laws, ordinances and regulations applicable to the services described in this Agreement.

14. Notices. The addresses of the parties to this Agreement for purpose of any notices permitted or required under this Agreement are as follows:

CITY:

City of Brookings
898 Elk Drive
Brookings, OR 97415

CONTRACTOR:

Brookings-Harbor Port District
P.O. Box 846
Brookings, OR 97415

15. Integration. This Agreement constitutes the entire and fully integrated agreement between the parties. All prior negotiations or agreements between the parties, oral or written, are superseded by, and included in, this Agreement.

16. Modification. This Agreement may not be released, discharged, abandoned, changed, or modified in any manner, except by an instrument in writing signed on behalf of each of the parties by their duly authorized representatives.

17. Titles and Headings. Titles and headings to sections and paragraphs herein are inserted for convenience of reference only and are not intended to be a part of or to affect the meaning or interpretation of this Agreement.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals the day and year first herein above written.

CITY OF BROOKINGS,
A municipal corporation

BROOKINGS-HARBOR
PORT DISTRICT

By _____
CITY Mayor Ron Hedenskog

By _____
PORT President

ATTESTED
this ____ day of _____, 2012

City Recorder Joyce Heffington

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

DRAFT

Meeting Date: July 23, 2012

Originating Dept: City Manager

Signature (submitted by)

City Manager Approval

Subject: Tourism Promotion Advisory Committee

Recommended Motion:

Motion to create a five-member Tourism Promotion Advisory Committee to work with the City staff and contract service providers in the development and implementation of a tourism promotion program, and to report back to the City Council on the effectiveness of said program.

Background/Discussion:

The City Council has discussed various options for the performing the tourism promotion function since the expiration of the agreement with the Brookings Chamber of Commerce. The Council has expressed support for the formation of an advisory committee to work with City staff and any contract service providers that the City may retain in developing and monitoring a tourism promotion program. The City Council is continuing to explore options for providing services. Staff recommends the appointment of a Tourism Promotion Advisory Committee to work with the City and Port District staff in developing and implementing said program.

Staff further recommends that the Tourism Promotions Committee consist of five members including:

- The City Manager.
- Two representatives of the lodging industry within the City.
- One representative of the food and beverage industry within the City.
- One representative of the general retail business community within the City.

This Committee would be informal at this time, but may be enacted into the Brookings Municipal Code at a later date. The initial term of the Committee members would be for the period August 1, 2012 to June 30, 2013. All meetings of the Committee would be held in accordance with public meeting laws.

If approved, staff will issue an announcement inviting applications for appointment to the Committee.

CITY OF BROOKINGS VISITOR ENHANCEMENT PROGRAM

VISITOR INFORMATION CENTER

Establish a visitor information center within Brookings City Hall, utilizing the office previously occupied by the Public Works Director. This office already has a window and counter which can be opened to the City Hall hallway.

The office would be occupied during normal business hours by the Administrative Assistant who currently handles parks scheduling and creates brochures. This employee would design the following listed brochures, maintain the visitor information webpage and respond to visitor inquiries. The office would be staffed by volunteers in season during weekends.

A new set of lockable double doors would be installed just north of the information window, and the entrance to the men's restroom would be reconfigured to a unisex restroom to accommodate after-City Hall office hours visitors. The Council Chamber doors are already lockable. This would provide a corridor in the building that would be accessible only to visitors during hours when City Hall is not open to the public (i.e. after 4:30 p.m. and on weekends), but during which the visitor office is staffed.

The Police dispatch center lobby would be expanded and reconfigured to provide for a visitor information dispensing rack that would be accessible to the public after-hours. The Police Department reports that the dispatch center already experiences some drop-in inquiries during hours when other information services are not available.

Restrict on-street parking on Elk Drive in front of City Hall to RV parking only.

VISITOR BROCHURES

Staff could prepare a tri-fold brochure containing the following information:

- Names, addresses and telephone numbers of all restaurants in the City.
- Names, addresses of all lodging establishments, including motels, campgrounds and vacation rentals, in the City.
- Locations and web addresses of other visitor information services, such as the Chamber of Commerce and the Port of Brookings Harbor.
- Listing of all festivals and events in the Brookings Harbor area.
- Emergency information.

WEBSITE

Staff will be working with the City's website contractor to develop a visitor information module for the new website.

PARK BROCHURES

Staff could prepare a tri-fold brochure on each of the following parks, facilities and public access points, showing location, describing amenities, major events held there and reservation process (if applicable):

- Azalea Park including athletic fields, Kid Town, band shell area, gardens.
- Capella by the Sea
- Cross Park
- Stout Park and Lower Stout Park
- Chetco Point Park
- Mill Beach
- Social Security Bar
- Harris Beach State Park
- Lob Park
- Siskiyou National Forest
- Bomb Site
- Botanical Garden

SIGNAGE

Install wayfinding signage including:

- Signs on Chetco Avenue and Fifth Street indicating the location of the Visitor Information Center at City Hall.
- Improve “public parking” and beach access directional signage at various locations along Chetco Avenue.
- Improve directional signage for the Capella, Stout Park, athletic fields and bomb site historical marker located at the Botanical Garden.

HISTORIC WALKING TOUR

- Develop a historic walking tour in downtown Brookings. Work with property owners and historians to identify and mark historic buildings. Develop a historic walking tour brochure.

The above items can be accomplished largely within existing budget parameters, with some seasonal addition to staffing. Existing staff has the capacity to design the brochures. The following items will require future budget argumentations.

KIOSK

In partnership with the Brookings Merchants Association and others, develop an interactive information kiosk in downtown Brookings, similar to the kiosk located in downtown Jacksonville. Staff is developing further information on the cost of this proposal.

FACILITY/ATTRACTION DEVELOPMENT

The next phase would be to develop new and enhance existing facilities that would attract visitors. These might include:

- Athletic field improvements to attract more tournaments.
- Engage State Parks in planning for the redevelopment of the former visitor center area at Harris Beach into a new attraction, such as a logging history interpretive center or a Native American cultural center.
- Bring back the Bears. We had a lot of positive comments about the Evergreen Bank Bears when they were here a couple of years ago. We could work with Evergreen Bank to bring back the bears periodically. Or, Brookings could develop its own icon. When I visited Cincinnati, Ohio, a few years back I noticed that their icon theme was flying pigs. There are several cities that have a cow icon theme. One Oregon coastal city is going with a "chainsaw art" theme in their downtown area. Perhaps we could have a contest to select a uniquely Brookings icon?

MAINTENANCE ENHANCEMENT

- Improve roadside maintenance.
- Replace older litter containers with litter containers that match the new green containers.
- Develop a grant program through the Urban Renewal Agency to encourage replacement of older private business signs and removal of abandoned signs and sign posts.

• ANNOUNCEMENTS

REWARD!
For Bricks Stolen from
behind the US Hotel!
Call 541.324.8570

FUNDS NEEDED!
For Food & Friends NOW!
Cash or Checks, payable to
JVille Senior Nutrition Program
may be dropped off at the City
at 110 E. Main.

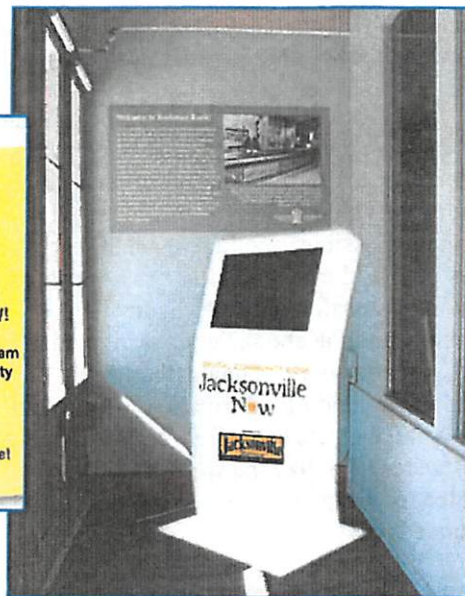
World of Wine!
August 22-25 in Jacksonville!
worldofwinefestival.com

• Photo Gallery
Highlights• Sign up for News &
Updates

Email Address

• Banner Image

The Banner image is
a photograph by
Jacksonville's own
[David Gibb!](#)



The kiosk concept had been floated years ago but never came to fruition. In late 2011, the Review decided the project offered a direct benefit to our readers and advertising clients and then "leased" the bank space. Approval to do so came from the Jacksonville Heritage Society in cooperation with the Southern Oregon Historical Society and Jackson County, all of whom enthusiastically supported our efforts. At that time, Jacksonville city officials were also consulted to ensure the project complied with city codes and ordinances.

Touch screen technology has advanced in recent years, making kiosks a more common site in hotel lobbies, airports, museums, stores, and other highly visible public places. According to Phoenix Kiosk, (AZ) the manufacturer of our unit, the rising use of handheld phones has led to wider acceptance and use of kiosks – just consider how "normal" it is to use a touch screen kiosk when checking-in at the airport!

In exchange for a five-year agreement with JHS, SOHS and Jackson County to house the kiosk in the lobby, the Jacksonville Review will help fund maintenance and preservation work for the historic bank. This win-win agreement was reached in late 2011, at which time we pre-paid our 2012 commitment. Doing so enabled the installation of a new door from the bank lobby directly into the Beekman Bank. Now, on busier days when the weather permits, the bank can be opened to the public, enabling visitors to walk through the bank and experience one of Jacksonville's prime historic treasures. At first, access will be permitted with a docent present – an effort for which JHS is currently seeking funding. In addition to the door, our preservation commitment enabled replacement of the bank's outdated electrical panel and wiring along with installation of high speed internet. Another JHS bank project under consideration entails installing floor-to-

Local Events Calendar

[Today]

Friday, Ju

Showing events
after 7/13.

[Look for earlier events](#)

Friday, July 13

Quilt Show at Jacksc

10:00am Lavender I

10:00am Art Show

10:00am Quilt Show

5:00pm Private Pa

9:00pm Chief Tow

Saturday, July 14

Quilt Show at Jacksc

7:30am Oddfellow

10:00am Lavender I

10:00am Art Show

Events shown in
time zone:

- Pacific Time



• Great Blogs!



ceiling glass panels that will enable docent-free viewing of the bank on days when the weather permits.

Like our website, the kiosk will promote up-to-the minute content on hikes, movies, dances, historic tours, concerts, classes, public meetings, art shows, fundraisers and much more. And, it offers our valued advertising clients (who make the print version possible) another venue to reach visitors and locals before, during and after business hours. The kiosk is a natural extension of the Jacksonville Review's print, online and Facebook versions, on which co-publisher Jo Parker spends hours a day gathering, entering, updating and uploading information, stories and events. Fortunately, the website software integrates nicely with the kiosk software. And, like the website, kiosk content can be uploaded from anywhere Jo has her laptop and an internet connection!

We dubbed the kiosk, "Jacksonville NOW," acknowledging today's fast-paced electronic age and digitally-oriented consumer. The home screen will feature dozens of modern-day and historic photos, blended with starting points to learn about businesses, wineries, tours, events and points of interest. For example, the "Jacksonville Woodlands" button will lead users to photos and videos of the trail system and the "Historic Cemetery" button will offer images of the cemetery and list "History Saturday" events. The "Wine Scene" will highlight the burgeoning wine region's tasting rooms and vineyards. And, users will be able to access the most current Britt Festivals' schedule and be linked to a site to purchase tickets.

Several kiosk sponsorship levels will offer our Review ad clients an affordable, fun method to reach out to visitors and locals. And, like the print and online versions, we've reserved plenty of free space to help promote non-profit and community events.

For SPONSORSHIP OPPORTUNITIES on the kiosk, please contact Whitman Parker at 541-601-1878 or email him at Whitman@thejacksonvillereview.com or [click here for our contact page](#).

Share this:

Tweet 0

Related posts:

1. [My View, March 2012 – by Publisher Whitman Parker](#)
2. [Sushi Restaurant Coming to Jacksonville](#)
3. [Ballroom Dancing is Coming to J'Ville!](#)
4. [Extreme Home Makeover Coming to Jacksonville!](#)
5. [Snap Fitness Coming to Jacksonville!](#)

Tags: [Beekman Bank](#), [community kiosk](#), [kiosk](#)



**PORT
of BROOKINGS
HARBOR**

Board of Commissioners:

Chairman

Roy Davis

Vice Chairman

Ted Freeman

Secretary/Treasurer

Jim Relaford

Board Members

Kathy Lindley Hall

Sue Gold

**America's
Wild Rivers
Coast**
101 MILES OF NATURE'S BEST

Gary Milliman
City Manager's Office
898 Elk Drive, Brookings, OR 97415
(541) 469-1100

July 25th, 2012

RE: Oregon Coast Magazine Advertisement

Gary,

I am writing this letter to you in regards to a phone call I received this afternoon from Rob Spooner, the publisher for "Oregon Coast Magazine". He had mentioned that he was trying to contact someone in regards to the City of Brookings advertisement. Rob had called the Chamber of Commerce and they informed him that they were not working with the City anymore. I am not sure who referred him to the Port office, but I wanted to make sure that you were given the information needed to continue running the ad with "Oregon Coast Magazine" if you desire.

Rob mentioned that the next issue produced will be an anniversary issue and the normal 1/4 page would be upgraded to a 1/2 page ad. The cost of maintaining this ad with them would be \$554.00 per issue. Issues are produced every 2 months. I understood from Rob that there is an urgency regarding approval of the ad since the deadline is Friday, July 27th. Due to the City of Brookings being a loyal customer, he would be willing to drag the deadline out a few more days. Rob Spooner can be contacted at 1-800-348-8401 extension #140.

Attached is a copy of the current ad placed with the magazine that would go to print this Friday after approval. Please feel free to contact me if you have any questions. Thank you for your time in this matter. I hope that you have a fabulous summer!

Tawndy Davidson
Port of Brookings Harbor
Marketing & Event Coordination
(541) 661-1899 (541) 469-2218
events@port-brookings-harbor.com

P.O. Box 848
Brookings, OR 97415
Phone: 541-469-2218
Fax: 541-469-0672

This Institution is an Equal Opportunity Provider

Serving the Public Since 1956

Website: www.port-brookings-harbor.com
email: info@port-brookings-harbor.com

Extraordinary

Brookings-Harbor

Oregon's Incredible SouthernMOST Coast

Become a **facebook** Fan of BrookingsHarborOregon

Brookings-Harbor Chamber of Commerce
16330 Lower Harbor Rd • Brookings, OR 97415



www.brookingsharborchamber.com • 1-800-535-9469 or 541-469-3181

Circle No. 40 on AD INFO CARD.

June 25, 2012

RE: "Visit Us in Brookings" Marketing Campaign

TO: City Manager Gary Milliman

Dear Gary,

The Curry Coastal Pilot proposes an action plan for visitor marketing funded by the City of Brookings for fiscal year 2012-13. The goal is to invite four specific groups to "Visit Us in Brookings:"

1) Visitors from within a 3-hour drive, particularly the Rogue Valley. A Pilot visitor survey demonstrated that 50 percent of our tourism traffic comes from this region.

The Pilot will use "Top-of-Mind" newspaper advertising in 62 newspapers across Oregon and Northern California to reach these potential visitors on a quarterly basis, showing links to the online resources of the city and the Pilot. The "Visit Us in Brookings" ads will run for 2 consecutive weeks each quarter to create the repetition that leads to action by readers.

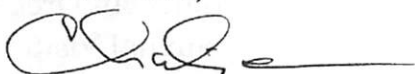
2) Friends and relatives of Brookings' area residents. We will provide ready-made personal invitations to "Visit Us in Brookings" – in the form of color postcards – to nearly every household in Brookings-Harbor on a quarterly basis. These sheets of four postcards (draft sample attached) would be delivered in the Curry Coastal Pilot with supporting newspaper print and online ads encouraging residents to invite their friends and relatives to Brookings. As with the "Visit Us in Brookings" ads, the information on the postcards would lead potential visitors to online resources for vacation planning.

3) Travelers already on the Highway 101 corridor. Our full-page, full-color "Visit Us in Brookings" ad will appear in the Wild Rivers Coast Vacation Guide, issued in March and September. It is stocked in visitor centers from North Bend to Arcata, and inland to the Rogue Valley, as well as in six official Oregon Welcome Centers. A "Visit Us in Brookings" ad in the popular annual Visitor Guide Map will also reach out to travelers.

4) Visitors already thinking about Brookings. The first thing a potential visitor does is search online for Brookings. A full-time, run-of-site "Visit Us in Brookings" banner will run on the most active portal website for our community: www.CurryPilot.com.

The Curry Coastal Pilot will complete your "Visit Us in Brookings" campaign for a total annual cost of \$22,350, covering the cost of all materials, production and placements. Specific details are attached, and all the plans are subject to your review and approval.

All the best,



Charles Kocher
Publisher

June 25, 2012

Key Elements: "Visit Us in Brookings" Marketing Campaign

Top-of-Mind newspaper advertising

A special offer among 58 Oregon newspapers was very successful last spring for the Port of Brookings Harbor in the wake of the tsunami (sample attached). Each quarter, a "Visit Us in Brookings" ad will feature particular upcoming events, and appear in 2 consecutive weeks to reinforce our message. The Oregon papers include the key dailies in our region: Ashland Daily Tidings, Medford Mail Tribune, and The World of Coos Bay, as well as eight Southern Oregon weeklies. We will add four California newspapers on the same schedule: Yreka, Eureka, Redding and Crescent City. That's 4 ads appearing a total of 8 times in more than 625,000 copies each time, with a total combined readership of almost 1.5 million people. **Total estimated cost: \$11,000**

Postcard Invitations

This is a unique direct-marketing campaign that takes advantage of local pride. We will insert sheets of four postcards (sample attached) in the Curry Coastal Pilot four times during the year (96,000 total postcards), with instructions to invite their friends and family to "Visit Us in Brookings." Special newspaper, email and web advertising will alert Pilot readers to the opportunities and goals of the program. The Pilot will solicit gifts from businesses in Brookings to offer as "door prizes" to those who actually come to visit, which will also help measure results. **Total estimated cost: \$7,000.**

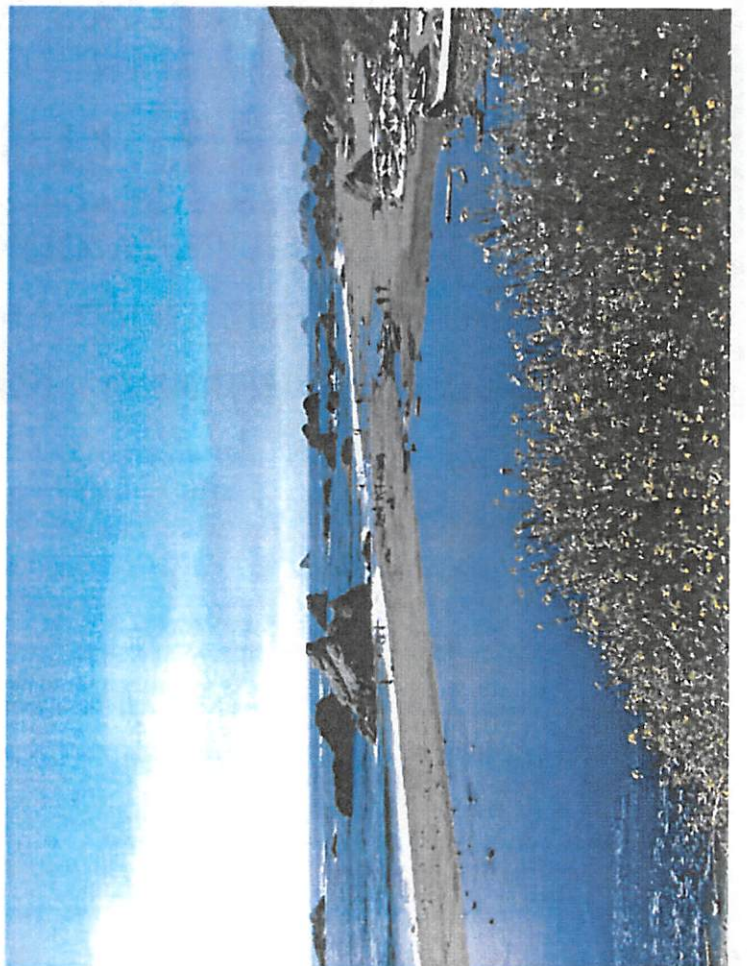
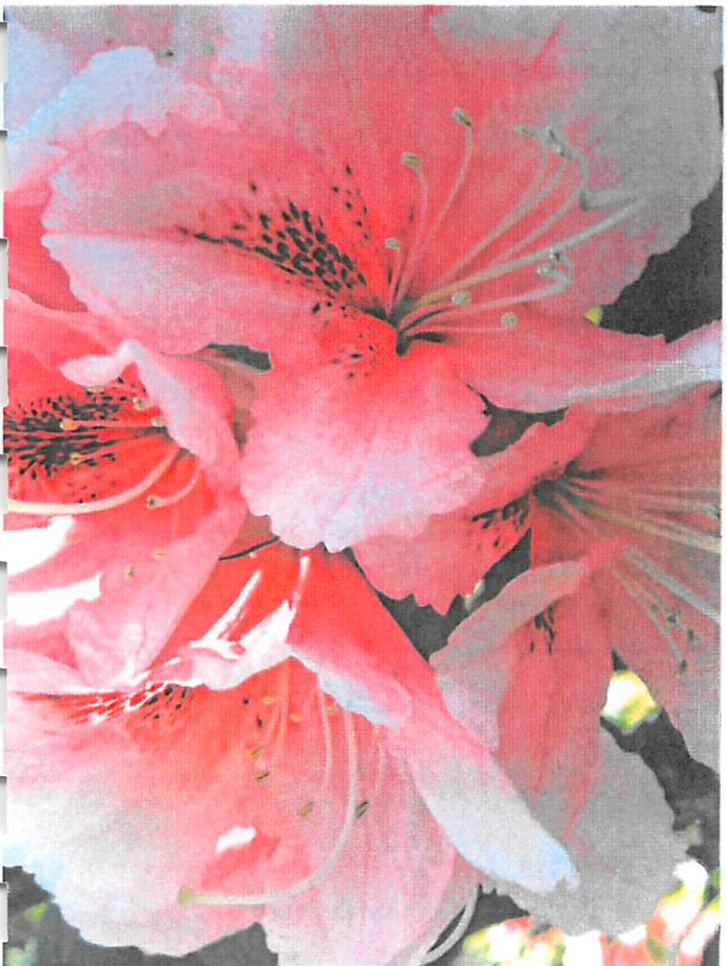
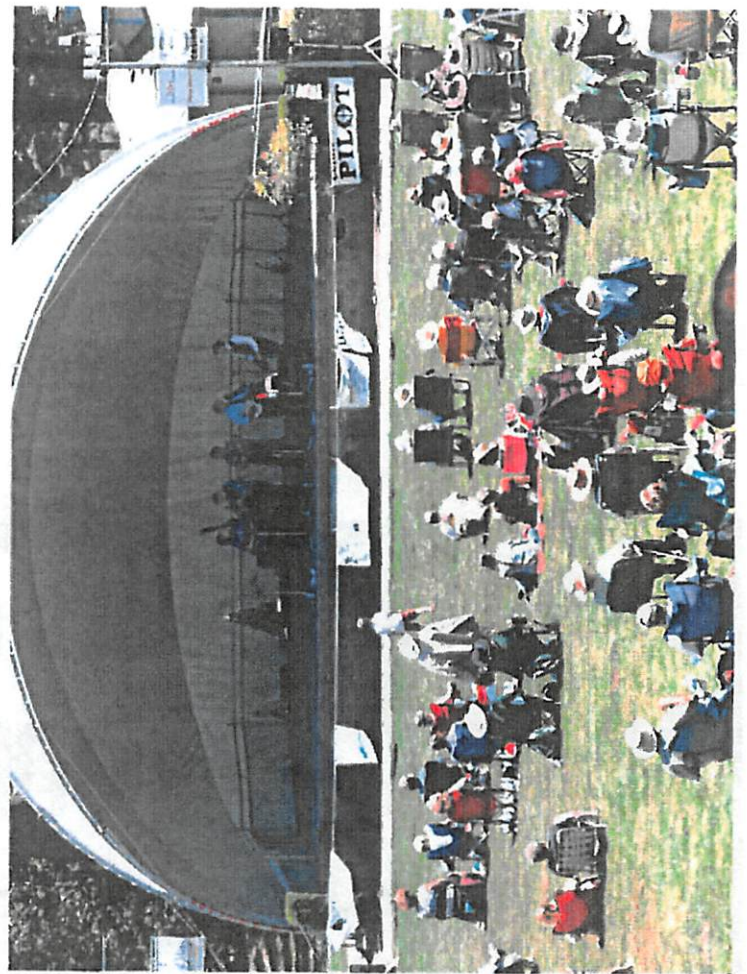
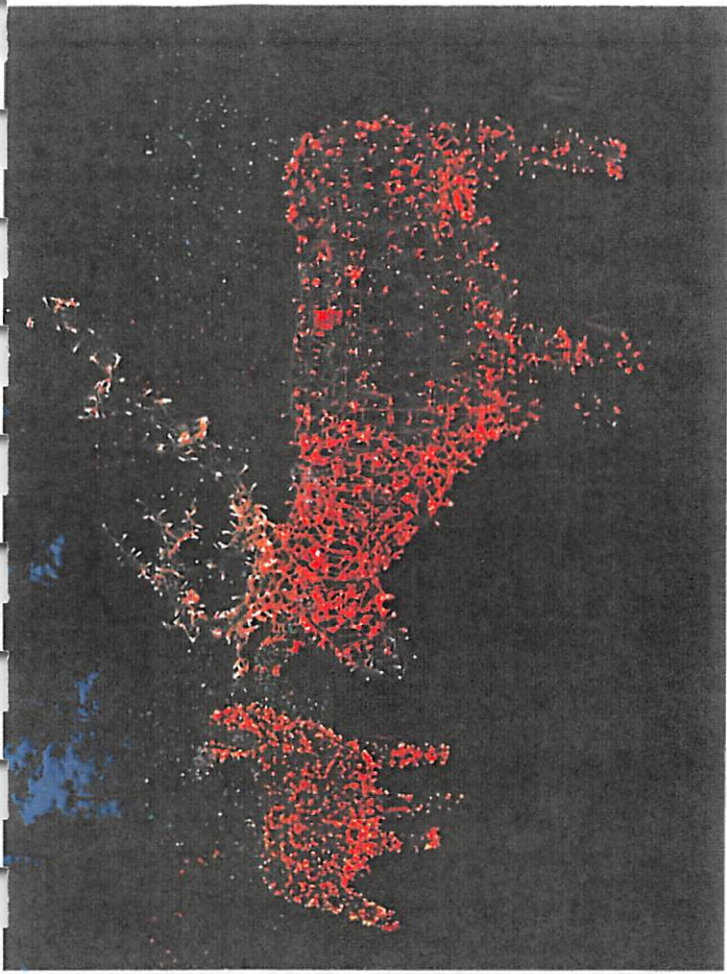
Online Portal

We will carry a run-of-site "Visit Brookings" banner ad at www.CurryPilot.com, where we average 22,000 unique visitors and 200,000 page views per month. The banners can direct visitors to a special Visit Brookings site within www.CurryPilot.com, or to a special site of the city's website. **Total estimated cost: \$2,050.**

Wild Rivers Coast Vacation Guide and Brookings-Harbor Visitor Map

To reach travelers already on the road, we will produce and publish a full-page, full-color "Visit Us in Brookings" ad in the America's Wild Rivers Coast Vacation Guide. Fresh versions of this magazine are produced for Spring and Fall. A total of 60,000 copies are distributed between Coos Bay and Eureka, as well as visitor centers throughout Oregon and California. The Pilot publishes and distributes 50,000 copies of the annual Visitor Map, which are in high demand at the state's Crissey Field Welcome Center.

Total estimated cost: \$2,300.



Actual size

3.83" wide by 2 inches tall

YES!

The Port of Brookings Harbor is **OPEN** for business!

Fish for salmon and bottomfish all summer long!
The Port hosts many special exciting events
on America's Wild Rivers Coast!

Come see us this summer!

www.port-brookings-harbor.com

www.CurryPilot.com • www.brookingsor.com


www.bestwestern/BeachfrontInnBrookings

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: August 6, 2012

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Video Campaign for Recruiting New Residents

Recommended Action:

Discussion.

Financial Impact:

\$15-20,000.

Background/Discussion:

Following the decision not to proceed with the "Today in America" video program, local business owners Tim Patterson and Candice Michael contacted the City Manager to suggest a different approach to marketing the City to prospective residents through a web-based video program.

Contact was made with Chris Vanderschaaf at Apple Box Media Group. The City Manager discussed to concept of recruiting new residents and requested a proposal to produce six video spots which would involve interviews with Brookings residents discussing why they moved to Brookings and what Brookings has to offer for retirees. Conceptually, we would arrange scripted interviews with local residents like Elmo Williams and these videos would be posted on YouTube, Facebook, the City's website and other venues.

Attached is a preliminary proposal from Vanderschaaf. The cost estimate for producing this program is \$15-18,000.

This is not a tourism promotion project, but would be designed specifically to attract new residents. One important point in the draft proposal from Vanderschaaf is:

"In order for the video to be successful it has to not only attract eyeballs for views, it has to include a call to action. You want them to say 'how do I get more information' or 'who do I need to talk to and get this process started.'"

Before rolling out a video, we need to develop the capacity to fulfill the follow-up contacts. This is where there could be some integration with the City's tourism promotion program.

Another question is: Do we want to start down this road independently, or work toward developing a regional economic development partnership with this as a component?

Attachment(s):

- a. Email proposal from Chris Vanderschaaf

Gary Milliman

From: chris vanderschaaf [chris@appleboxmediagroup.com]
Sent: Thursday, July 05, 2012 11:15 AM
To: Gary Milliman
Subject: Video Campaign for recruiting new brookings residents

Gary,

I wanted to let you know that I make it a point not to recommend practices and services that are unnecessary or non beneficial to clients.

Something I like to do for my prospective clients in my proposals is to educate rather than just throw out numbers.

There are two equally important aspects of creating a successful video/videos for promoting Brookings. The first is crafting a high quality production value video with a solid story compelling prospective residents. The other is knowing what, where, and how to use the video effectively attracting prospective residents to you. All too often the second aspect gets downplayed considerably. There is a popular misconception that if someone creates a video and posts it to youtube it automatically equals large numbers of views and customer retention. Unfortunately that is not the case. Social Marketing is fairly new and misunderstood to a lot of people. Like any other form of marketing it requires planning and work to be successful.

To succeed in capturing new residents, your videos need to create prospective resident retention. What I mean by that is in order for the video to be successful it has to not only attract eyeballs for views it has to include a call to action. Without a call to action a viewer will watch your video and say "sure looks like a nice place". What you want them to say is "how do I get more information" or "who do I need to talk to and get this process started".

The call to action extends beyond the video itself into the SEO, key wording, annotations, links, and ease of ability for prospective residents to access information they desire. It will do them no good to visit a youtube page, reach the end of the video and have no clue where to go or click after. I will break down all the aspects in detail if you choose to move forward.

Here is a rough breakdown of all the pieces necessary to successfully launch your video campaign to recruit new residents based on our previous conversation.

3 min video Production

HD Video Production Camera Package and crew

Professional Audio Package

Professional Grip and Lighting Package

Editing Suite Package

Audio Editing Suite Package

Encoding for multiple platforms (Since I shoot in HD I always make a broadcast ready version in case you ever want to distribute over television and or dvd etc.)

- tv
- web
- mobile

Youtube Integration

Initial account setup and optimization.

Page optimization

youtube social network overview, groups, channels, analytics, subscriptions

SEO

Key wording

Titling

Captioning

Link building

Transcribing

annotations

Wisita Integration

Initial account setup and optimization.

Tracking, analytics,

SEO

Key wording

Titling

Website Integration

Embed Codes, seo, linkbuilding, etc.

Facebook Integration

Initial account setup and optimization.
Campaign setup and overview

Based on the information discussed so far the ballpark estimate for a successful video campaign package is roughly around 15-18k. That price is dependent on number of videos, length of videos, how many shoot days the production takes and the amount of social marketing work done etc. Once we talk specifics about how in-depth you want your campaign to go I will be able to give you something specific and not ballpark.

Thank you for allowing me to provide you with a proposal. Feel free to contact me anytime, I will follow up with you later today.
- Chris

--



Chris Vanderschaaf

Apple Box Media LLC

Phone: (707) 951-1193

Email: chris@appleboxmediagroup.com

Web: www.appleboxmediagroup.com

Facebook: facebook.com/appleboxmedia

Vimeo: vimeo.com/channels/appleboxmedia

Youtube: youtube.com/appleboxmediagroup

Twitter: twitter.com/#!/apple_box_media