

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, March 8, 2018 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes from February 8, 2018**
- 3. Public Comments**
- 4. Action Items**
 - a. Wild Rivers Mushroom Festival – Kathleen Dickson
 - b. Chamber of Commerce Map Ad – Teri Davis
- 5. Informational Items**
 - a. Events Calendar – Tim Patterson
 - b. TPAC Budget and Internet Hit Info
- 6. Schedule Next Meeting – April 12, 2018**
- 7. Adjournment**

All public comments and presentations are limited to 10 minutes. All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – February 8, 2018

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Angi Christian, Candice Michel, Dane Tippman, and Skip Watwood.
Also present: Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

a. Motion made by Candice Michel to approve the minutes of January 18, 18, motion seconded by Angi Christian and Committee voted; the motion carried unanimously.

3. Public Comment – There was no one present to address the Committee on non-agenda items.

4. ACTION ITEMS

a. Fireworks funding request

- Committee members discussed whether the event meets the established funding criteria.
- Skip Watwood expressed he likes supporting the event

Motion made by Dane Tippman to deny funding to the fireworks event, motion seconded by Angi Christian and Committee voted; the motion carried 3-1 with Skip Watwood voting nay.

b. Elmo Williams Day – Carolyn Milliman presented the request

- Committee discussed whether the event meets the established funding criteria.

Motion made by Angi Christian to approve the funding request, motion seconded by Candice Michel.

Motion amended by Angi Christian to reduce the funding to \$1,000, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

c. Winter Art & Chocolate Festival

- Organizer rescinded their request prior to the meeting

Motion made by Candice Michel to remove the item from the agenda, motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.

5. INFORMATIONAL ITEMS

a. Wild Rivers Mushroom Festival – Kathleen Dickson presented

b. Spectrum Digital Campaign Analytics – Jeremy Bakke presented

c. Event Calendar – not presented

d. Budget Status & Internet Hit Info – Committee reviewed the budget status and the internet hits for the month

7. SCHEDULE NEXT MEETING – Next meeting scheduled for March 8, 2018.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 4:58 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at March 8, 2018 meeting)

Event Title: Wild Rivers Mushroom Festival Amount Requested \$ 2000*

Event Description: A full weekend focused on our region's abundant wild mushroom habitat - how to find them, how to ID them, how to preserve them, how to ~~use~~ ^{use} them

Event Date/s: 1st weekend in November (Nov. 3-4, 2018)

Location: Chato Activity Center - Brookings Location secured? Yes No

Event Goals: 1) to build on the success in 2017 & expand to a full weekend, sustainable, off-season event in Brookings; 2) to educate, entertain, and advocate for our area's natural resources; 3) to highlight Brookings as a viable winter destination.

Please explain how this event will be sustained after the first year: By 2019, we anticipate having a "seed money" fund large enough to cover all upfront costs & which will carry from year to year, making us self-sustaining

Sponsors/Investors: Wild Rivers Mushroom Club - Travel Oregon - Oregon Coast Visitors' Assoc. - Travel Southern Oregon Coast (TSOC) - Eat Fresh & Local Action Team - North American Mycology Assoc. (NAMA)

Income			Expenses		
Vendor Space Fees Collected	\$ 250	10x \$25/ea.	Facility/Venue Costs	\$ 1060	CAC - 2 days + kitchen
Workshops only Admissions	\$ 1050	@ \$5/ea x 3 x 30 @ \$10/ea x 2 x 30	Permits	120	
Festival Memorabilia	500	T-shirts, etc.	Insurance	\$ 320	
Food Concessions	\$ 482	based on 2017	Local: posters, banners, ads	500	
Raffle & Auction	\$ 2000	based on 2017	Outside Advertising	\$ 1500	(see OCUA grant)
2017 Funds Carried over	\$ 1918	reserved for 2018	Food Concession Supplies	300	
OCUA marketing grant	1500	3 markets @ \$500/ea.	Misc. Supplies	\$ 500	
TPAC grant	\$ 2000		Workshop Leads	350	
			Speakers	\$ 800	
			Shuttle Service	250	
			2019 Seed \$ (to carry)	\$ 4000	to 2019 festival
TOTAL	\$ 9700		TOTAL	\$ 9700	

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: 1) collect contact info from attendees @ door & calculate those from out of town; 2) track inquiries @ OCUA - TSOC - Travel Oregon - festival website; 3) inquire thru regional mushroom clubs re referrals

Contact Person: Kathleen Dickson Email: kdickson.1961@gmail.com Phone: 541-661-1385

Organization: Wild Rivers Mushroom Club Address: 18821 Montbretia Lane - Brookings

If more space is required please attach additional pages

*this is the last year we expect to need a TPAC grant

2018 Wild Rivers Mushroom Festival

Nov. 3-4, 2018 at the Chetco Activity Center in Brookings

The Wild Rivers Mushroom Club learned a lot from their first year organizing the Wild Rivers Mushroom Festival (WRMF), and are ready to incorporate what they learned to make the 2018 Festival even better. (Although we didn't do too bad last year, as 1500+ attendees can attest!)

Here are the main activities we hope to offer to this year's Festival-goers:

- Two days of festival: the event will cover the entire weekend, opening Saturday morning at 10:00 a.m. and running through approximately 4:00 p.m. on Sunday. We're talking about ways to enlist restaurants in Brookings to offer wild mushroom dishes to their patrons all weekend, and investigating the feasibility of a gourmet wild-mushroom dinner for Saturday evening (something we tried to do last year, but which fell through).
- Multiple speakers: Dennis desJardin, our 2017 keynote speaker, was so well received (and had such a good time!), that he's agreed to come back. In addition to Dennis, we're talking with a few more regional "experts" who would be able to speak at the festival.
- Multiple workshops: We offered 4 workshops in 2017, all of which were well-attended (standing room only in most cases), so this year we're increasing the choices, plus offering each workshop more than once (i.e. at different times, on both days, etc.). Some of our ideas include: a workshop for kids (possibly led by one of the outdoor school leaders in Del Norte); a culinary class that would include recipes & tasting; a workshop to teach creating dyes with mushrooms; at least two "how-to" workshops on growing mushrooms; and more.
- Educational field forays: We're still in the preliminary stages of planning, but anticipate that various club members will take small groups of people on hour-long hikes/walks to view, photograph, learn about, and otherwise discover, wild mushrooms.

The 2018 Wild Rivers Mushroom Festival will again be supported by the Eat Fresh & Local Action Team (EFL) in the person of Kathleen Dickson, South Curry County EFL liaison (and member of the mushroom club). Dickson will support the mushroom club's efforts to market the event to out-of-town visitors, with the help of Travel Oregon and Oregon Coast Visitor's Association (OCVA), and will assist with other public relations as necessary.

Dickson is also approaching OCVA for a grant that would be triple what OCVA awarded in 2017, and which will be used to purchase radio and print advertising in three markets: Eugene, OR, Jackson County, OR, and Humboldt County, CA. These ad purchases will help to supplement our PSA "blitz" to mushroom clubs throughout the region. Of course, our PSA also gets sent to media outlets in every market for which we have contact info.

Note: the club anticipates that by 2019 – the third year of the Festival – we will be fully self-sustaining, and so expect that this year will be our last "ask" of the Brookings TPAC grant fund.

Chamber of Commerce Map Ad

Christy McMillan of NovoPrint contacted staff regarding renewing the City's ad in the Chamber of Commerce map. This renewal occurs every three years. Below please see the ad taken out three years ago.



Ms. McMillan noted pricing has not changed, and an ad of this size (business card) is \$595. A second option she offered was a premium (double business card) for \$995. The ad does have QR technology which, when scanned by a smart phone, takes users to the City's Visitors page on the website.

Deadline to reserve ad space is April 16.

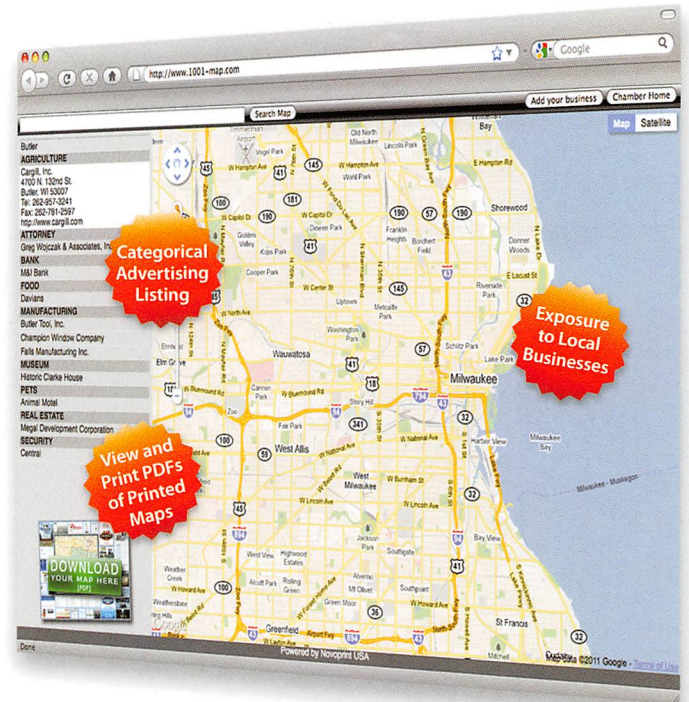


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YouTube Videos		Posted	Previous												Total
Apple Box Videos		4/21/14	Total	Total	9/7/17	10/12/17	11/9/17	12/14/17	1/11/18	2/1/18	3/1/18	Views			
Great Place to Live			6238	874	491	225	239	255	247	313	8,882				
Great Place to Visit			1456	77	70	15	24	32	28	43	1,745				
Great Place to Go Camping			1284	63	63	12	30	23	22	32	1,529				
Great Place for a Romantic Getaway			1425	103	88	13	38	30	38	33	1,768				
Great Place to Bring Your Family			967	54	47	21	18	31	21	24	1,183				

KOBI Videos 11/8/14

Romantic Weekend			789	30	39	6	9	17	131	17	1,038
Family Weekend			848	35	38	7	11	15	10	17	981
Oregon Lifestyles		11/21/14									
Brookings Episode			861	114	86	27	29	32	16	26	1,191
Boardman State Park		4/25/16	1610	179	52	35	59	55	40	46	1,656
Dining 101 Film		10/6/16	1434	516	103	36	47	40	27	31	1,465

View Totals All Videos

15704	2,045	1,077	397	504	530	580	582	21,419
25234	1,252	888	358	331	238	189	280	28,770

Brookings Lifestyle views (not on City channel)

37497	44	360	345	25	250	141	247	38,909
1619	0	15	4	0	5	3	4	1,622
328	1	0	0	0	0	1	0	329

40,033	125	15	14	19	7	7	11	40,044
1195	4	0	0	0	0	0	0	1,195
445	0	0	0	0	0	0	0	445

10796	949	47	28	18	0	27	15	10,811
283	23	1	0	0	0	1	1	284
151	10	0	0	1	0	0	0	152