

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, November 8, 2018 4:00pm

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

1. Roll Call

2. Approval of Minutes from October 11, 2018

3. Public Comments

4. Action Items

- a. Committee Elections – Chair and Vice Chair

5. Informational Items

- a. Port Fish Cleaning Station Evaluation – Dave Kuehn
- b. Rick Dancer Media Services – Julie Miller
- c. Regional Tourism Branding – Julie Miller
- d. Recent Council Actions
 - i. Approved Nature's Coastal Holiday funding
- e. TPAC Budget

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – January 10, 2019

8. Adjournment

All public comments and presentations are limited to 10 minutes. All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1137 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – October 11, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Candice Michel, Tim Kennedy, Sonya Billington, Dane Tippman, Skip Watwood; Barbara Ciaramella, and Bob Pieper.

Also present: Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Motion made by Candice Michel to approve the minutes of September 13, 2018; motion seconded by Sonya Billington. Committee voted and the motion carried unanimously.

3. Public Comment – no one requested to speak to the Committee regarding non-agenda items.

4. ACTION ITEMS

- a. Charm Trail** – Mike Will presented the program. The Committee discussed its function in the program as a guide to the program's parameters; Committee was requested to determine if program should tie in to Coos Bay program or operate separately; Committee was requested to determine if Brookings City Hall Visitors Center should operate as a hub and/or vendor of bracelets and charms.

Connie Lundquist of Ocean Jewels and Tammy Tanner of Feather Your Nest spoke in support of the program.

Motion made by Candice Michel to participate in the program with the Brookings City Hall Visitors Center operating as a hub; motion seconded by Sonya Billington.

Committee further discussed concerns about community buy-in; Visitors Center's hours of operation.

After discussion, Candice Michel withdrew her motion.

Committee tabled the item to a future meeting.

- b. Nature's Coastal Holiday** – Leslie Wilkinson presented the request indicating that new, more aggressive marketing and advertising is being conducted in the Rogue Valley. The event is requesting \$5,000.

The Committee discussed TPAC budget limitations, the event's funding needs and its expected profits, and the ability of the event to increase hotel stays.

Motion made by Skip Watwood to grant \$3,000 to Nature's Coastal Holiday; motion seconded by Candice Michel. Committee voted and the motion carried unanimously.

- c. KATU Proposal** – the Committee took no action
d. City Budgeting recommendations – Dane Tippman presented a Draft Memo to Council

The Committee reviewed the draft memo and determined to add Nature's Coastal Holiday to the list of events; Dane will return with the finalized memo at a future meeting for inclusion in the Committee's meeting minutes.

5. INFORMATIONAL ITEMS

- a. Rick Dancer Media Services** – Teri explained the email traffic which prompted this item. Julie Miller offered background on the videos which were produced by this company in the Coos Bay area.

Julie further offered to research video stats and to bring that information back to TPAC at the November meeting.

- b. Regional Tourism Branding** – Julie Miller presented on behalf of Oregon South Coast Regional Tourism Network about its efforts to brand the region and about funding which exists to assist the area with destination development. Julie invited members of the Committee to attend a meeting in Bandon on November 7 to voice their opinions on the regional branding efforts.
- c. Recent Council Actions** – Teri informed that Council accepted the Azalea Festival Event evaluation
- d. TPAC Budget and & Internet Hit Info** – Committee reviewed the budget and the internet video views spreadsheet.

7. COMMITTEE COMMENTS ON NON-AGENDA ITEMS

- a. Bob Pieper requested Tim Kennedy provide information regarding the residences of the hotel patrons to determine where tourists are visiting from.

8. SCHEDULE NEXT MEETING – Next meeting scheduled for November 8, 2018. Committee cancelled the December 13, 2018 meeting.

9. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 6:14 pm.

Respectfully submitted,

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

Nov. 8th ?



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program

Project Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Project Title: PORT CLEANING STATION REMODEL Completion Date: OCT 11, 2018
Contact Person: DAVE KUEHN PRES. OSCF Phone: 805 350-0542
Amount Awarded \$ 1500

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___." Detailed receipts are not required).

Thank you again for the funding!
The money was used to make and install
the 4'x8' 'PORT OF BROOKINGS HARBOR' sign.
As you can see in the pictures our OSCF logo
and Brookings City logo are displayed.

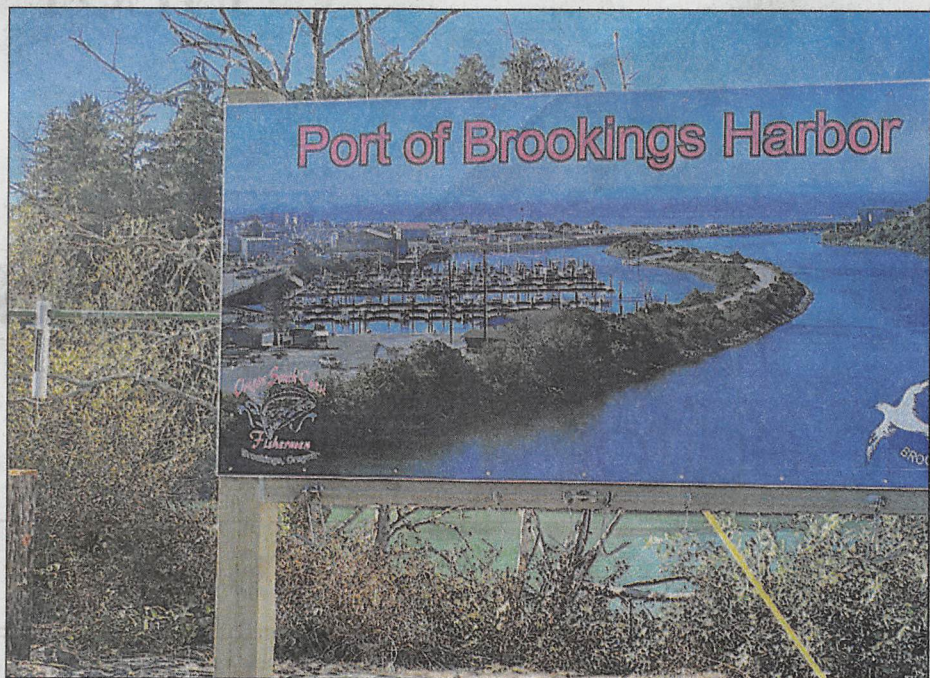
2. Estimate how many people have been attracted to area because of project. Approximately how many of these were from outside Curry County?

It is difficult to estimate how many people
will take a picture with their catch with the
sign in the background. Last weekend, OCT 13 & 14
well over one hundred people posed for their picture.
Over the years, thousands will take a picture!

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) may eliminate your organization from future consideration for funding under this program.

Signed: Dave Kuehn Dated: 10/18/18

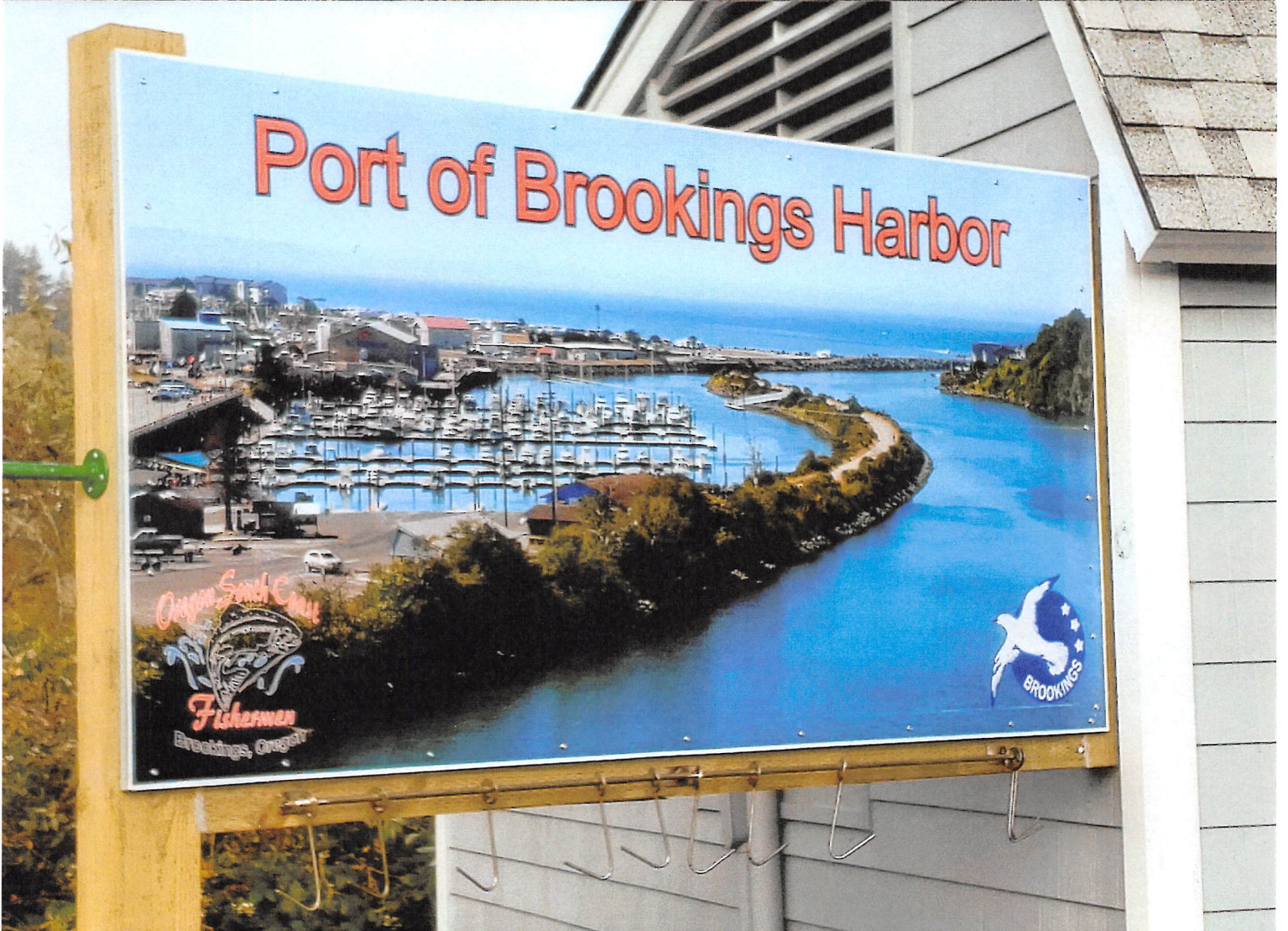
Organization: OREGON SOUTH COAST FISHERMEN



The Pilot / Boyd C. Allen

Picturing the catch

Oregon South Coast Fisherman (OSCF) volunteers rehabilitated the Port of Brookings Harbor cleaning station last summer with a new roof, electrical wiring, waterline, plumbing, enclosure and cutting tops. The volunteers recently added a sign to promote Brookings and port's tourism. The sign includes a fish scale and hooks to display fish for pictures.



From: noreply@civicplus.com
To: tdavis@brookings.or.us
Subject: Online Form Submittal: Contact City Staff
Date: Monday, September 10, 2018 6:29:39 AM

Contact City Staff

Name	Dean Brickey
Email Address	dean.brickey@gmail.com
Phone Number	541-571-5277
Address	97620 Marina Heights Loop
City	Brookings
State	OR
Zip Code	97415
Staff Member You Wish to Contact	Teri Davis, City Recorder/Elections

Message	<p>Teri, I would like to e-mail you some information about Rick Dancer of Rick Dancer Media Services and his This Oregon Life online newsletter. Rick is a former North Bend and Eugene television newsman who produces an online magazine. I was introduced to him this month when he did a piece on Lakeview, my hometown, where Labor Day is a big deal with the county fair and rodeo. Rick and his wife went there and produced a couple of online videos about the event. Then Cheryl and I ran into him on Saturday at the Mill-Luck Salmon Festival in North Bend, where he was recording video for an online production about that event. He said he'd like to come to Curry County, but he requests an invitation and business community support. That's why I'm communicating with you, so you could take this information to the Tourism Committee. I also plan to contact the Chamber and the private tourism business.</p>
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Email not displaying correctly? [View it in your browser.](#)

TPAC EXPENSES FY 2018-19

\$36,299 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$36,299 budget (32-10-6090)			32-10-6120	32-10-6030
% BUDGETED	\$ 10,890	\$21,779	\$3,630	\$1,000	\$1,000
July		\$ (500) OCVA Membership			
August	\$ (500) Spectrum			\$ (10.00)	
September		\$ (1,000) Coastal Christmas			
	\$ (500) Spectrum				
October		\$ (3,000) Nature's Coastal Holiday			
		\$ (1,097) Monarch Festival			
November					
December					
January					
February					
March				\$ (500.00)	
April					
May					
June					
*Pending	\$ (6,075)	\$ (2,795)	\$ (3,630.00)		
REMAINING FUNDS	\$ 3,815	\$ 13,387	\$0	\$490	\$1,000

*Pending Budget Allocations 2018-19

\$ 2,000	Spectrum Digital
\$ 4,075	Salmon Run Occasion Hall
\$ 6,075	

\$ 2,295	Salmon Run Occasion Hall
\$ 500	Travel & Adventure Show
\$ 2,795	

\$3,630
(Occasion Hall)

***TPAC Goals: Increase overnight stays with emphasis on October thru April.
Budget 60% on events, 30% on media advertising, and 10% on capital.***