

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, June 20, 2019, 4:00pm

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

1. Roll Call

2. Approval of Minutes from May 9, 2019

3. Public Comments

4. Action Items

- a. TPAC Workshop Items
 - i. Presentation and Public Speaking Time Limits
 - ii. Schedule Quarterly Marketing/Media Requests
 - iii. 2019-20 TPAC Budget Allocations/Percentages
- b. Live Culture Coast Event Proposal – Kathleen Dickson

5. Informational Items

- a. Elmo Williams Day Event Evaluation – Carolyn Milliman

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – July 11, 2019

8. Adjournment

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 – May 9, 2019

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Bob Pieper, Skip Watwood

Absent: Sonya Billington, Dane Tippman

Also present: Staff Committee Liaison Lauri Ziemer

Motion made by Skip Watwood to add KTVL Marketing to agenda as item #4c; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.

2. APPROVAL OF MINUTES –

Motion made by Barbara Ciaramella to approve the minutes of April 11, 2019; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.

- 3. Public Comment** – Mike Fredericks-Carr of Chetco Brewery commented that he did not believe TPAC funding should go to groups limiting event attendance to people belonging only to specific organizations; that TPAC funding should be considered for more out of season events; and spoke in support of the proposed Live Culture event.

Leslie Wilkinson commented that she was in support of the upcoming agenda item for KTVL marketing that promotes tourism marketing.

Jim Newman commented that he was also in support of the proposed Live Culture event.

4. ACTION ITEMS

- a. Live Culture Coast Event Proposal** – Kathleen Dickson provided update information. They did not receive Wine Country grant funding but have solidified funding from other sources. They will be marketing the event throughout Oregon, northern California and the Bay area and are estimating attendance at 1000 people for the first year. They have several local businesses and organizations willing to participate and provide “experiences” for the event and are encouraged by the support they are receiving. Committee wondered if the event would draw the number of people projected to attend over the ten day event and how many people would continue on down the coast. Also discussed the \$5000 requested being a large amount of money for TPAC to give to one event. Committee wanted to discuss the TPAC budget and goals at a TPAC workshop before committing to fund. **Motion made by Skip Watwood to table item until the June meeting for further consideration; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.**
- b. TPAC Letter to City Council to support Annual Budget Line Items** – item tabled.
- c. KTVL Marketing Presentation** – KTVL reviewed information they previously presented on marketing events year round and their ability to reach audiences through television, streaming and social media. They can adjust services to fit budget and target reach areas. It is also possible to allow private businesses the opportunity to buy in at a reduced rate to tag onto an event ad if TPAC would be the major supporter. Committee interested in

discussing further at the workshop. **Motion made by Matt Honeycutt to table item for further consideration; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.**

5. INFORMATIONAL ITEMS

- a. Schedule TPAC Workshop** – Committee scheduled TPAC workshop for May 20th at 4pm. Workshop agenda items to include: TPAC functions, duties and responsibilities; ORS Tourism definitions; TPAC budgeting; and frequency of TPAC meetings.
- b. Recent Council Actions** - Lauri Ziemer advised that City Council approved the Fun'd the 4th event funding in the amount of \$5000.
- c. TPAC Budget** – Committee reviewed the remaining budget amounts.

6. Committee Comments on Non-Agenda Items - None

7. SCHEDULE NEXT MEETING – Next meeting scheduled for June 13, 2019.

8. ADJOURNMENT – with no further business the meeting adjourned at 5:30 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at June 20, 2019 meeting)

CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: June 20, 2019

Signature (submitted by)

Originating Dept: City Manager

City Manager Approval

Subject: TPAC Workshop Items

i. Presentation and Public Speaking Time Limits:

At the May 29, 2019 TPAC workshop committee members discussed establishing time limits for public speaking and presentations to allow for more timely meetings and not allow discussions to continue beyond a reasonable time. Questions will still be able to be asked and answered by the Committee and presenters.

Recommended Motion:

Motion to recommend limiting public speaking time to five minutes and presentation speaking time to ten minutes.

ii. Schedule Quarterly Marketing/Media Requests:

Also discussed was inviting marketing and media suppliers to a quarterly meeting to present their proposals for TPAC advertising dollars. This would allow for quarterly advertising to be determined in advance of season events; advertising/media proposals to be presented all at once for evaluation and determination; encourage competition for TPAC dollars; and reduce committee time hearing repeat proposals throughout the year. Scheduling quarterly marketing meetings beginning in August and then to follow every three months if needed will allow for advertising contracts to be determined before each season.

Recommended Motion:

Motion to recommend scheduling marketing and media proposals quarterly starting at the regularly scheduled August TPAC meeting and continuing quarterly as needed and budget allows.

iii. 2019-20 TPAC Budget Allocations/Percentages:

Determining 2019-20 TPAC Budget Allocations/Percentages for advertising, events, and capital was also set as an item the committee wanted to review. Discussed adjusting the current percentage amounts to reflect more on how TPAC monies are being requested.

Recommended Motion:

Adopt 2019-20 TPAC budget allocations/percentages as discussed.

ITEM 4B

LIVE CULTURE COAST

Hi Lauri,

First, can you confirm that TPAC is definitely meeting next Thursday, 6/20, at 4pm? That's what was said at the workshop, but I don't see it noticed that way on the city's website, so just want to confirm...

Second, I'm attaching some updated info about Live Culture Coast for the TPAC group to go in their packet for the June meeting, including new budget numbers and our "branding" board. (note: the branding board file is huge - 13 pages - so if you want to just print out the first couple of pages, to give the committee a feel for the look we're going after, that would be cool!)

We currently have what's known as a "splash page" - basically, the website with minimal content - and the link is: <https://www.liveculturecoast.org/>. Viewing this could be helpful to the committee, so I thought I'd include it here. Note: it will be going live in late July, at which time all the content will be available...

Finally, I expect to have some news soon concerning two more grants that are in the works, and which I may decide to put into a handout for the meeting, if that's okay.

I'll see you on the 20th at 4pm, unless I hear otherwise.

Thanks, Lauri!

Kathleen Dickson
representing Live Culture Coast

REVENUE**Government**

--Region	54,000
--Local	8,250

OCVA 59,750

Sponsors 8,000

In-Kind 20,000

Earned Income

--experiences	20,000
--Bus	2,000
--ad & map placement	2,000
--maps	2,000
--merch sales	2,000

TOTAL REVENUE 178,000

EXPENSE**Staff**

--Event Coordinator	24,000
--Communication/media	10,000
--graphic artist/event guide	9,000
--photographer/videographer	5,000
--Volunteer Coordinator(s)	3,000
--Experience Coordinator(s)	3,000
--experience providers	10,000
--Registrar(s)	3,000
--Evaluation/Analysis	2,000
--Culture Stand & Merch Coordinator(s)	2,000
--volunteer staff/in-kind	8,000

Artist

--commissioned installations (2)	10,000
--Conversation Projects	100
--performers/poets	2,000
--headliners (2-5)	5,000
--juror honorarium & expenses	500

Route Keystones

--Passwords (2-3)	500
--Field Notes (5)	1,500
--Culture Stands (1) (5x10 trailer)	7,000

Travel

--staff mileage/travel	7,500
--artist travel	2,000
--meals/entertain	2,000

Rentals

	--venues/space	1,000
	--in-kind space usage	5,000
	--AV/equipment	2,000
	--vehicle	3,000
	--charter bus	2,000
Operations		
	--permits	2,000
	--insurance	3,000
	--office and postage	2,000
Marketing		
	--merch	4,000
	--print (maps and event guide)	10,000
	--sandwich boards	1,000
	--website, social media	5,000
	--photos/documentation	0
	--ads/PR/promotions	5,000
	--GeoTour	0
Program		
	--access services	1,000
	--evaluation	2,000
	--set up, de-stall, store, ship	5,000
	--supplies/equipment	5,000
	--orientation	2,000
TOTAL EXPENSES		177100



TRAK

CITY OF BROOKINGS

SPECTRUM 5-16-19 TO 6-16-19

Display

[Download Report](#)

96,091

IMPRESSIONS

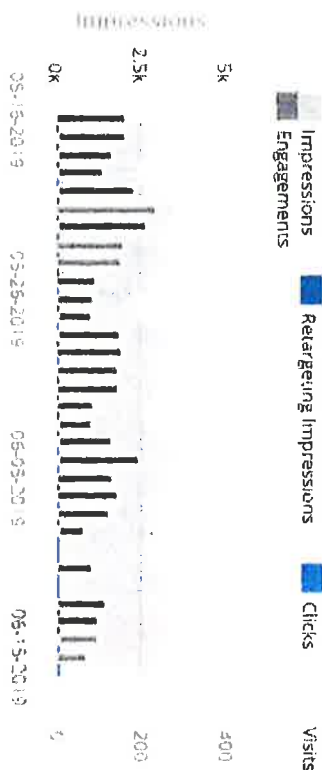
3,789

ENGAGEMENTS

65

SITE VISITS

DISPLAY IMPRESSIONS AND ENGAGEMENTS



TOP CREATIVES



96,091

Impressions

3.88%

Interaction Rate

DAILY ENGAGEMENTS

Date	Impressions	Engagements	Engagement Rate	Clicks	View Throughs	Hovers	Video Plays
2019-05-17	2,898	164	5.66%	3	0	131	30
2019-05-16	3,291	160	4.86%	1	0	138	21

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
% BUDGETED	\$ 10,890		\$21,779		\$3,630	\$1,000	\$1,000
July			-500	OCVA Membership			
August	-500	Spectrum				-10	
September	-500	Spectrum	-1000	Coastal Christmas			
October	-500	Spectrum	-3000	Nature's Coastal Holiday			
			-1097	Monarch Festival			
November	-500	Spectrum					
December	-500	Spectrum	-500	Travel Southern Oregon Coast Trade Show			
January	-500	Spectrum					
February	-2243.16	Mile x Mile Print Ad	-1500	Elmo Williams Day			
March			-1000	Festival of Art in Stout Park			
			-3950	Azalea Festival Events			
			-2000	Wild Rogue Relay			
April	-500	Spectrum Digital	-2500	4th of July - Family Fun Festival			
May	-500	Spectrum Digital					-360
June	-500	Spectrum Digital				-481	
*Pending	-4075		-2295		-3630		
REMAINING FUNDS	\$ 72		\$ 2,437		\$0	\$509	\$640

*Pending Budget Allocations 2018-19

\$	4,075	SR Occasion Hall	\$	2,295	SR Occasion Hall	\$	3,630	SR Occasion Hall
\$	4,075		\$	2,295		\$	3,630	
\$10,500 TOTAL AMOUNT TO BE ALLOCATED TO THE SALMON RUN OCCASION HALL FROM TOT FUNDS								

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



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1137 Fax (541) 469-3650

Event Evaluation Form

Please complete and return to the City Recorder's Office within three (3) months of event,
failure to do so may eliminate your organization from future consideration for funding.

Event:	<u>Elmo Williams Day Celebration</u>	Completion Date:	<u>May 24, 2019</u>
Contact Person:	<u>Carolyn Millman</u>		
Amount Awarded	<u>\$ 1,500.⁰⁰/₁₀₀</u>		
1. How was the funding used? <u>The funding of \$ 1,500^{no}/₁₀₀ was used for insurance, publicity, banners, posters, ads in local paper + other incidentals</u>			
2. Please provide a budget report that includes event expenses and revenue. Include In-Kind services. Use the form below or attach your own. Detailed receipts are not required.			
Revenue Collected		Amount	
		\$	<u>0</u>
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
	Total	\$	<u>0</u>
Expenses Paid		Amount	
<u>Banners</u>		\$	<u>138.80</u>
<u>Insurance (Liability)</u>		\$	<u>104.47</u>
<u>Signs, hand cards, magnets</u>		\$	<u>149.76</u>
<u>Theatre Fee</u>		\$	<u>200.00</u>
<u>Rope, post, post digger</u>		\$	<u>35.00</u>
<u>ads in the paper + other incidentals</u>		\$	<u>871.97</u>
	Total	\$	<u>1500.⁰⁰</u>
3. Estimate how many people attended the event: <u>90</u>			
4. Estimate how many people attended from outside Curry County: <u>12</u>			
To estimate attendance have a sign in sheet or event surveys so that you may determine where people have traveled from and so you have a contact sheet for your next event.			
Signed:	<u>Carolyn Millman</u>	Date:	<u>May 24, 2019</u>
Organization:	<u>Elmo Williams Day Celebration</u>		

If more room is needed for any information please attach a second sheet

