

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, July 11, 2019, 4:00pm**

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

### **1. Roll Call**

### **2. Approval of Minutes from June 20, 2019**

### **3. Public Comments**

### **4. Action Items**

- a. Brookings Oregon Monarch Advocates (BOMA) Event Proposal – Vickie Mion

### **5. Informational Items**

- a. TPAC Budget

### **6. Committee Comments on Non-Agenda Items**

### **7. Schedule Next Meeting – August 8, 2019**

### **8. Adjournment**

All public meetings are held in accessible locations. Public Comments are limited to five minutes and Action Item presentations are limited to ten minutes. 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 – June 20, 2019**

**CALL TO ORDER**

Meeting called to order at 4:06 PM

**1. ROLL CALL**

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

*Absent:* Dane Tippman

*Also present:* Staff Committee Liaison Lauri Ziemer, City Manager Janell Howard

**2. APPROVAL OF MINUTES –**

**Motion made by Tim Kennedy to approve the minutes of May 9, 2019; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**

**3. Public Comment**

Mike Fredericks Carr, business owner of Chetco Brewery attended the recent TPAC workshop and stated he was in support of the quarterly marketing meetings, but not of changing monthly TPAC meetings to quarterly. Thought prescreening event proposals and additional criteria might be too restricting for some events.

Committee reviewed the proposed Event Funding Evaluation form criteria and agreed obtaining the information when submitting an Event Proposal form would assist in evaluating proposals and also help event proposers know what they are looking for. Form to be reformatted with the Event Proposal form.

**4. ACTION ITEMS**

**a. TPAC Workshop Items**

- i. **Presentation and Public Speaking Time Limits - Motion made by Barbara Ciaramella to recommend limiting public speaking time to five minutes and presentation speaking time to ten minutes; motion seconded by Sonya Billington. Committee voted and the motion carried unanimously.**
- ii. **Schedule Quarterly Marketing/Media Requests - Motion made by Sonya Billington to recommend scheduling marketing and media proposals quarterly starting at the regularly scheduled August TPAC meeting and continuing quarterly as needed and budget allows; motion seconded by Bob Pieper. Committee voted and the motion carried unanimously.**
- iii. **2019-20 TPAC Budget Allocations/Percentages –** Janell Howard advised that \$33,970 has been allocated to TPAC for the TPAC 2019-20 budget. She also advised that from that the City Council allocated \$7,000 in set amounts of \$2,000 each to Natures Coastal Holiday, Azalea Festival, Wild Rogue Relay and \$1,000 to the Fireworks. These annual events will not have to submit TPAC event proposals and will be able to apply directly to City Council for issuance of funds. To request additional funds over the allocated amount, they will have to go thru TPAC event proposal process. Committee discussed the percentage portions of the remaining \$26,970 they would like to divide between Advertising/Marketing, Events and Capital. They decided to eliminate Capital and go with a split of 40% to Advertising and Marketing and 60% to Events. **Motion made by Matt Honeycutt to Adopt 2019-20 TPAC budget**

**allocations/percentages as discussed with 40% towards Advertising/ Marketing and 60% towards Events; motion seconded by Skip Watwood. Committee voted and the motion carried unanimously.**

- b. Live Culture Coast (LCC) Event Proposal** – Kathleen Dickson presented revised LCC budget and updated committee on the event. **Motion made by Bob Pieper to grant \$500 to the LCC event; motion seconded by Barbara Ciaramella.** Committee further discussed the event logistics and the amount of people who could potentially visit the area. **Committee voted with Bob Pieper and Barbara Ciaramella in favor and the remaining members against. The motion failed.** Further discussion included the local businesses that have agreed to participate as “Experiences” for the event and their support. **Motion made by Tim Kennedy to fund the event in the amount of \$3,000; motion seconded by Matt Honeycutt. Committee voted with Bob Pieper and Barbara Ciaramella against and the remaining members in favor, the motion carries.** Matter forwarded to City Council.

## **5. INFORMATIONAL ITEMS**

- a. Elmo Williams Day Event Evaluation** – Committee reviewed evaluation and the number of people who attended. Suggested that next year the event seek additional sponsors to assist in their costs.

## **6. Committee Comments on Non-Agenda Items - None**

## **7. SCHEDULE NEXT MEETING** – Next meeting scheduled for July 11, 2019.

## **8. ADJOURNMENT** – with no further business the meeting adjourned at 5:55 pm.

Respectfully submitted,

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Skip Watwood, Chair  
(approved at \_\_\_\_\_, 2019 meeting)



Brookings Oregon Monarch Advocates  
c/o Vicki Mion  
P.O. Box 7791  
Brookings, OR 97415  
vickimion@gmail.com  
(760) 670-7826  
July 1, 2019

"Tourism Event Proposal"  
Janell Howard, City Manager  
City of Brookings  
898 Elk Drive  
Brookings, OR 97415

Dear Ms. Howard and Tourism Promotion Advisory Committee members,

It's that time again!

The members of Brookings Oregon Monarch Advocates (B.O.M.A.) were extremely pleased last September when the attendance at our Brookings First Annual Monarch Festival far exceeded our expectations (between 500 and 600 people, conservative estimate). And, 28% of the attendees at this family-fun, free event were from outside Curry County! You will remember, when the City of Brookings was designated as a Monarch City USA in May 2017, one of the recommendations of the Monarch City USA association is that the City would host an annual Monarch Festival. Our dedicated B.O.M.A. volunteers are busily planning the "Brookings Second Annual Monarch Festival" to be held in Azalea Park on Saturday, September 7<sup>th</sup> from 11 AM - 4 PM.

This family-friendly Monarch Festival will celebrate the monarch butterfly's amazing migration through Brookings to overwintering sites in central California with educational exhibits and seminars, games, crafts and contests for children and adults alike. There will also be educational printed materials who may wish to establish their personal Monarch Waystations or create a monarch and pollinator-friendly habitat on their properties. Also, there will be live caterpillars, butterflies and chrysalises for people to view up close and personal. Adult butterflies reared in captivity by B.O.M.A. members will be released to begin their southern migration at the end of the festival (weather-permitting). At this second annual festival, we have already reserved a larger area than last year in Azalea Park. There will be a food truck this year, and BOMA will be selling milkweed, a few nectar plants grown by our volunteers, as well as some butterfly-themed merchandise to generate a little revenue to put towards next year's (2020) Festival. We are building on last year's success, now that we have a better idea of what worked and what wasn't as popular. We hope to entice other monarch enthusiasts from Bandon to Brookings and Brookings to Ashland, as well as from Del Norte County.

We will also have photo ops with the "City of Brookings" in the photos as memorabilia for folks to take home with them. We occasionally collaborate with the Southern Oregon Monarch Advocates group based in the Medford area, as well as with the newly-formed, multi-state, Western Monarch Advocates group. One great thing about monarch butterflies is that they are enjoyed by all age groups. We will also sponsor an out-of-town Monarch Butterfly expert speaker to give a seminar on Sunday following the Festival.

B.O.M.A. sincerely thanks you for your consideration in providing us with funding to help put on this event. If you require any additional information, please contact me, Vicki Mion, at the address, email and number given above.

Respectfully,

Vicki Mion (on behalf of B.O.M.A.)

Event Title:	BROOKINGS 2 <sup>nd</sup> ANNUAL MONARCH FESTIVAL					Amount Requested	\$ 1,500	
Organization:	BROOKINGS OREGON MONARCH ADVOCATES (B.O.M.A.)							
Event Description:	A CELEBRATION OF THE MONARCH BUTTERFLY'S MIGRATION THROUGH BROOKINGS / EDUCATION ABOUT MONARCH CONSERVATION + POLLINATOR-FRIENDLY GARDENING / CRAFTS + CONTESTS FOR CHILDREN / SCIENCE AREA / LIVE BUTTERFLIES FOR RELEASE / PROMOTION OF BROOKINGS AS THE FIRST MONARCH CITY USA IN OREGON!							
Event Date/s:	SATURDAY, SEPTEMBER 7, 2019							
Location:	AZALEA PARK (BANDSHELL AND SNACK SHACK AREA)					Location secured?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Event Goals:	① EDUCATION ; ② CONSERVATION ③ TOURISM PROMOTION BY OFFERING AN ANNUAL, FAMILY-FRIENDLY, FREE ADMISSION EVENT TO FOSTER COMMUNITY INVOLVEMENT AND COOPERATION IN OUR GREAT CITY.							
How will this event be sustained after the first year? THIS IS NOW OUR 2 <sup>nd</sup> YEAR. WE WILL SUSTAIN THIS EVENT BY CONTRIBUTIONS/DONATIONS FROM INDIVIDUALS, BUSINESSES + GOVERNMENT, WE WILL ALSO SELL PLANTS (MILKWEED) TO RAISE SOME FUNDS FOR THE 2020 MONARCH FESTIVAL.								
Sponsors/Investors:	TO DATE, OUR LARGEST SPONSOR IS THE TRIBAL COUNCIL OF THE TOLOWA DEE-NI' NATION. WE HAVE YET TO APPROACH							
How will funds be used: BROOKINGS BUSINESS OWNERS.								
<b>Event Budget</b>								
Income				Expenses				
Fees Collected	\$	0		Facility/Venue Costs	\$	185	ACTUAL	
Admissions	\$	0	THIS WILL ALWAYS BE A FREE EVENT	Insurance	\$	298	<del>ESTIMATE</del> ACTUAL	
Concessions	\$	500	PLANTS, BUTTERFLY THEMED MERCHANDISE	(INCLUDING BANNERS) Advertising	\$	600	ESTIMATE	
SPONSORSHIPS	\$	2500	ESTIMATE	(TABLE RENTALS, CRAFTS, EXHIBITS, ALL MISC. SUPPLIES) Supplies	\$	1,000	ESTIMATE (PROBABLY LOW)	
ON-SITE DONATIONS	\$	250	ESTIMATE	SAVE THE DATE CARDS + BROCHURES	\$			
TOTAL	\$	3,250	IF THERE ARE ANY REMAINING FUNDS, THEY WILL BE ROLLED-OVER TO 2020 FESTIVAL.	TOTAL	\$	2,083		
How do you intend to evaluate the success of your event and determine the number of out of town visitors?								
AT OUR WELCOME/INFORMATION TABLE, OUR BOMA VOLUNTEERS WILL DO THEIR BEST TO RECORD EACH ATTENDEE'S HOME ZIP CODE, SO WE WILL HAVE, AS WE DID LAST YEAR, AN ESTIMATE OF TOTAL ATTENDEES AND WHAT PERCENTAGE CAME FROM OUTSIDE-OF-TOWN VISITORS.								
Contact Person:	VICKI MION							
Phone:	(760) 670-7826			Email:	VICKIMION@GMAIL.COM			
Mailing Address:	P.O. BOX 7791 BROOKINGS, OR 97415			(*) IF FUNDED PLEASE MAKE CHECK PAYABLE TO "VICKI MION" (*)				
If more space is required please attach additional pages								



## TPAC EVENT PROPOSAL FUNDING EVALUATION

The following criteria will be evaluated to determine if a submitted TPAC event proposal will be submitted to the TPAC for funding.

Event Name:	BROOKINGS 2 <sup>nd</sup> ANNUAL MONARCH FESTIVAL
Date:	SEPT 7, 2019
Coordinator:	VICKI MION
Sponsor Group:	BROOKINGS OREGON MONARCH ADVOCATES (BOMA)
Location:	AZALEA PARK
Funds Requested:	\$1,500.00
Event Costs: EST	\$3,250
Est. Attendance:	500
Organizing Group Members:	
VICKI MION, DENNIS TRIGLIA, HOLLY BEYER, PATSY HAGGERTY, STATIA RYDER, KAREN SKALBECK-GEORGE, MARIA SUDDUTH, JENNIFER WOLF (AND SEVERAL OTHER OCCASIONAL PARTICIPANTS).	
Complete List of Sponsors/Investors:	
TOLOWA DEE-NI' NATION TRIBAL COUNCIL, SEVERAL INDIVIDUAL DONORS, AND LOTS OF IN-KIND CONTRIBUTIONS (eg, MILKWEED SEEDS + PLANTS, ABC EDUCATIONAL MATERIALS, FACE PAINTERS, MASTER GARDENERS). MORE TO COME!	
Advertising/Marketing Plan: KCIW WILL DO PSA'S FOR THIS FESTIVAL. ADS WILL BE PUT IN CURRY COASTAL PILOT + DEL NORTE TRIPPLICATE; OUTREACH TO SOUTHERN OREGON MONARCH ADVOCATES IN MEDFORD, FLIERS, BANNERS + MORE!	
How will this event be sustainable? THIS YEAR, BOMA MEMBERS WILL HAVE SEEDS, PLANTS + SOME BUTTERFLY-THEMED MERCHANDISE FOR SALE/DONATION JARS/ETC TO RAISE SOME FUNDS FOR 2020 FESTIVAL. PUBLIC + ORGANIZATIONAL SPONSORSHIPS.	
What support do you have to manage and execute a successful event? WE HAVE A DEVOTED CORE GROUP OF ABOUT A DOZEN PEOPLE AND MANY VOLUNTEERS FROM SEVERAL COMMUNITY GROUPS AND THE SCHOOL DISTRICT. WE HAVE EXPERIENCE!	
Are wages being paid for anyone's services? NOT EXPECTED. ALL ARE VOLUNTEERS FROM OUR COMMUNITY.	

### CRITERIA

Timely Submittal (60-90 days prior)	Yes	✓	No	
New Event	Yes		No	✓
Narrative with Event Details and Schedule, Planning Schedule	Yes	✓	No	
Off Season? (Oct-Apr)	Yes		No	✓
Budget Revenue/Expenditures Defined?	Yes	✓	No	
Financial Strength to Fund?	Yes		No	
Additional Community Support & Funding?	Yes	✓	No	
Event tourism related and will it bring tourists to the area?	Yes	✓	No	

w/marketing

### TPAC EXPENSES FY 2019-20

<b>\$33,970 BUDGETED</b>	<b>40% ADVERTISING MEDIA TV - INTERNET - PRINT</b>	<b>60% EVENTS</b>	<b>Allocated \$7,000</b>	<b>Reoccurring Annual Events Approved at CC Level</b>	<b>Travel &amp; Training</b>	<b>Operating Supplies</b>
	<b>32-10-6090</b>				<b>32-10-6120</b>	<b>32-10-6030</b>
<b>% BUDGETED</b>	<b>\$ 10,788</b>	<b>\$16,182</b>	<b>\$7,000</b>		<b>\$1,000</b>	<b>\$1,000</b>
July	-500 Spectrum Digital	-2500 4th of July - Family Fun Festival				
		-3000 Live Culture Coast				
August						
September						
October						
November						
December						
January						
February						
March						
April						
May						
June						
*Pending	-1000					
<b>REMAINING FUNDS</b>	<b>\$ 9,288</b>	<b>\$ 10,682</b>	<b>\$7,000</b>		<b>\$1,000</b>	<b>\$1,000</b>

\*Pending Budget Allocations 2019-20

\$ 1,000 Spectrum Digital

\$ 1,000

\$ -

***TPAC Goals: Increase overnight stays with emphasis on October thru April.  
Budget 60% on events and 40% on media advertising***