

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, August 8, 2019, 4:00pm

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

1. Roll Call

2. Approval of Minutes from July 11, 2019

3. Public Comments

4. Action Items

- a. Quarterly Marketing Proposals
 - i. Travel Southern Oregon Print Advertising – Susan Crow (by phone)
 - ii. KTVL Marketing Donut and OTT Fall Package – Brian Schenk

5. Informational Items

- a. Recent Council Actions
 - i. Butterfly Festival Event Proposal Fund Allocation Approved
- b. TPAC Budget

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – September 12, 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 – July 11, 2019

CALL TO ORDER

Meeting called to order at 4:06 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Matt Honeycutt, Skip Watwood, Sonya Billington, Dane Tippman

Absent: Tim Kennedy, Bob Pieper

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Sonya Billington to approve the minutes of June 20, 2019; motion seconded by Barbara Ciaramella, Dane Tippman abstained. Committee voted and the motion carried.

3. Public Comment - None

4. ACTION ITEMS

- a. Brookings Oregon Monarch Advocates (BOMA) Event Proposal –** Holly Beyers and Dennis Triglia presented the Brookings 2nd Annual Monarch Festival event proposal. They advised they are planning and anticipating for a larger event this year with more activities planned. They plan to publicize the event thru media, radio and print public service announcements and use social media to encourage attendance. They also hope to expand the event eventually to a self sustaining festival thru sponsorships and donors.
- Motion made by Dane Tippman to fund the event in the amount of \$1,500; motion seconded by Sonya Billington. Committee voted and the motion carried unanimously.** Matter forwarded to City Council.

5. INFORMATIONAL ITEMS

- a. TPAC Budget -** Committee reviewed new fiscal year budget.

6. Committee Comments on Non-Agenda Items –

Committee commented on the 4th of July Family Festival and fireworks and complimented Barbara on a successful event.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for August 8, 2019. This meeting will include marketing and media consultants to present proposals.

8. ADJOURNMENT – with no further business the meeting adjourned at 4:30 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at _____, 2019 meeting)



VISITOR GUIDE

2019-20



MEDIA KIT

OREGON
MEDIA
PUBLISHING
+ MARKETING



DISTRIBUTION

- > Exclusive collateral piece of Travel Southern Oregon's annual marketing, promotion, sales and public relations campaigns.
- > Travel Oregon's official fulfillment piece for any inquiry into Southern Oregon.
- > Placed exclusively in more than 4,000 resort units, hotel rooms, vacation homes, condominiums and bed-and-breakfasts throughout Southern Oregon.
- > Available at the Rogue Valley International–Medford Airport, the Crater Lake–Klamath Regional Airport and the Portland International Airport.
- > Showcased in all Travel Southern Oregon press kits provided to travel editors and at all industry and consumer travel shows and sales events.
- > The Travel Southern Oregon website southernoregon.org is receiving 45,000 unique visitors per month and features a digital version of the Travel Southern Oregon Vacation Guide with links to each member and advertiser.

90,000
distributed annually



DO SOMETHING GREAT



DISPLAY ADVERTISING

AD SIZE	MEMBER	NON-MEMBER
Inside front cover	\$6,950	n/a
Back cover	\$6,950	n/a
Inside back cover	\$6,950	n/a
Full page	\$3,995	\$4,295*
1/2 page	\$2,895	\$3,195*
1/4 page	\$1,795	\$2,095*
1/8 page**	\$595	n/a

* All non-members will receive a free basic Travel Southern Oregon membership or \$300 toward their member category.

** 1/8 page ads only available in the following categories: Lodging, Dining, Wine, Outdoors, Arts & Culture. Ads are pre-formatted and designed by Oregon Media. Each ad includes: one image, one logo, 75 words of text and contact information.

DIRECTORY LISTINGS

All Travel Southern Oregon members receive one free directory listing in the category of their choice.

- > Outdoors
- > Wine Guide
- > Arts & Culture
- > Lodging Guide
- > Dining Guide
- > Relocation Services

DEADLINE

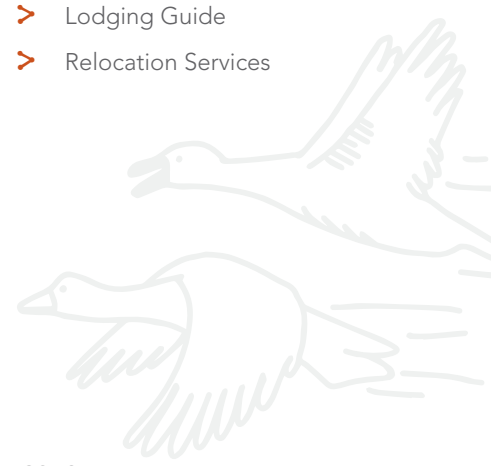
Space Reservation: **April 19, 2019** Materials Due: **May 3, 2019** Publication Date: **May 27, 2019**

All Travel Southern Oregon members in good standing have first priority to reserve space in the 2019-20 Visitors Guide.

SUSAN CROW
503.367.2678
Susan@Oregon-Media.com



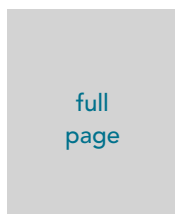
541-389-4383
Sales@Oregon-Media.com
www.Oregon-Media.com





ADVERTISING SPECIFICATIONS

AD DIMENSIONS	WIDTH	HEIGHT
Full page (bleed)*	8.625"	11.125"
Trim	8.375"	10.875"
Live Area	8.125"	10.625"
Full page	7.922"	10.625"
1/2 page horizontal	7.922"	5.25"
1/4 page	3.9"	5.25"
1/8 page	See below	



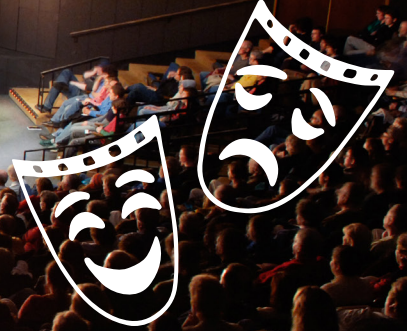
- > All images must be high resolution for print quality (300dpi). IMAGES AND LOGOS COPIED FROM WEBSITES ARE NOT USABLE.
- > CMYK process colors only (no RGB files accepted). Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or Spot Color profiles.
- > All ad files must be submitted as a single page, high-resolution PDF/x-4 formatted file, with fonts outlined. THE ADVERTISER ASSUMES ALL RESPONSIBILITY FOR FILES THAT DO NOT OUTPUT CORRECTLY DUE TO ERRORS OR OMISSIONS DURING CONSTRUCTION. Please contact Oregon Media for design specification questions.
- > PDFs may be submitted via FTP, email or CD-ROM. Oregon Media is not responsible for PDF files submitted with spot color graphics or compressed file formats embedded. THESE FILES MAY YIELD UNSATISFACTORY RESULTS WHEN PRINTED.

* For full-page bleed ads include 1/4" extended border. All text and images must be within the "live area" to insure a safe distance from the trim.

** 1/8 page ads are pre-formatted and designed by Oregon Media. Each ad includes; one image, one logo, 75 words of text and contact information.



DO SOMETHING GREAT



EXPLORE GUIDE ADS

THE TWISTED CORK

Experience Southern Oregon's finest Bistro and Wine Bar! Tour the best wine the Pacific Northwest has to offer paired with award-winning cuisine without leaving historic downtown Grants Pass. We are open Tues-Sat 11 a.m. through dinner. No minors, reservations for parties of 8 or more only. Meet you at The Cork!



210 SW 6TH ST., GRANTS PASS, 97526 • (541) 295-3094
THEWISTEDCORKGRANTSPASS.COM

25 characters for Header, 350± characters for Body. Include Address, Phone Number & Website. Within each area, ads will be ordered alphabetically by advertiser.

- > All images must be high resolution for print quality (300dpi). IMAGES AND LOGOS COPIED FROM WEBSITES ARE NOT USABLE.
- > CMYK process colors only (no RGB files accepted). Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or Spot Color profiles.
- > Please send text and image to art@oregon-media.com.

EXPLORE SOUTHERN OREGON

THE TWISTED CORK

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KTVL /CITY OF BROOKINGS-TPAC 2019/20 :30 PACKAGE

The KTVL/TPAC :30 2019/20 Quarterly Donut Marketing Program that expands the organization’s marketing message by inserting donut messages by local business of the Brookings-Harbor Area that will expand and reach potential visitor’s throughout the Southern Oregon and Northern California living area.

KTVL will co-ordinate all the messages under one umbrella to spread everyone’s message.

CITY OF BROOKINGS – TPAC

- :05 INTRO DONUT – CITY OF BROOKINGS-TPAC Message
- :10 BUSINESS 1 MESSAGE
- :10 BUSINESS 2 MESSAGE
- :05 CLOSING DONUT – CITY OF BROOKINGS-TPAC Message

156 x :30 Commercials – PLUS up to 50% ROS Match = 186 x :30 Commercials Total

(2 BUSINESS PARTICIPATION)

___ 186 x :10 Package A - \$1000.00 + Production \$100 (1 time charge, unless monthly changes)

___ 186 x :20 Package B - \$2000.00 + Production \$150 (1 time charge, unless monthly changes)

OR

156 x :30 Commercials – PLUS up to 50% ROS Match = 186 x :30 Commercials Total

(4 BUSINESS PARTICIPATION)

___ 93 x :10 Package A - \$500.00 + Production \$100 (1 time charge, unless monthly changes)

___ 93 x :20 Package B - \$1000.00 + Production \$150 (1 time charge, unless monthly changes)

TPAC EXPENSES FY 2019-20

\$33,970 BUDGETED	40% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	Allocated \$7,000	Reoccurring Annual Events Approved at CC Level	Travel & Training 32-10-6120	Operating Supplies 32-10-6030
% BUDGETED	\$ 10,788	\$16,182	\$7,000		\$1,000	\$1,000
July	-500 Spectrum Digital	-2500 4th of July - Family Fun Festival				
		-3000 Live Culture Coast				
August	-500 Spectrum Digital	-1500 Monarch Festival				-500 OCVA
September						
October						
November						
December						
January						
February						
March						
April						
May						
June						
*Pending	-500					
REMAINING FUNDS	\$ 9,288	\$ 9,182	\$7,000		\$1,000	\$500

*Pending Budget Allocations 2019-20

\$ 500 Spectrum Digital

\$ 500

\$ -

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