# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

Thursday, September 12, 2019, 4:00pm

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

- 1. Roll Call
- 2. Approval of Minutes from August 8, 2019
- 3. Public Comments
- 4. Action Items
- 5. Informational Items
  - a. Azalea Festival Event Evaluation Chamber
  - b. TPAC Budget
- 6. Committee Comments on Non-Agenda Items
- 7. Schedule Next Meeting October 10, 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 — August 8, 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 and Skip Watwood

Absent: Sonya Billington, Dane Tippman

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

#### 2. APPROVAL OF MINUTES

Motion made by Skip Watwood to approve the minutes of July 11, 2019; motion seconded by Barbara Ciaramella, Tim Kennedy & Bob Pieper abstained. Committee voted and the motion carried.

3. Public Comment - None

#### 4. ACTION ITEMS

- a. Quarterly Marketing Proposals
  - i. Travel Southern Oregon Print Advertising Susan Crow gave a phone presentation of her media proposal for print advertising in the Travel Southern Oregon Guide. Susan indicated that Southern Oregon is not greatly represented as there are not many businesses submitting ads. TPAC discussed but decided not to move further as they did not think the print advertising price would be the best fit for their limited funds.
  - ii. KTVL Marketing Donut and OTT Fall Package Brian Schenk presented the marketing "donut" concept that allows TPAC to purchase 5 second advertising at the beginning and end of a 30 second promo and have local businesses buy 10 second advertising in the middle. Cost would be \$1,000 per quarter (3 months) and months could be non consecutive. KTVL would solicit local businesses to be the middle donut ads. Motion made by Barbara Ciaramella to approve the Marketing Donut Plan for two quarters at \$1,000 per quarter with KTVL TV 10; advertising to be for the months of October and January through May; motion seconded by Matthew Honeycutt. Committee voted and the motion carried unanimously. Matter forwarded to City Council.

#### 5. INFORMATIONAL ITEMS

- a. Recent Council Actions
  - i. Lauri Ziemer advised that City Council approved the Butterfly Festival event funding.
- **b.** TPAC Budget Committee reviewed budget.

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

Skip Watwood commented that he liked the recent push on social media for the upcoming Live Culture Coast, but thought the event concept could be clearer. Kathleen Dickson said she would share that with the event organizers.

- **7. SCHEDULE NEXT MEETING** Next meeting scheduled for September 12, 2019.
- **8. ADJOURNMENT** with no further business the meeting adjourned at 4:58 pm.

Respectfully submitted,	
Skip Watwood, Chair	
(approved at September _	, 2019 meeting)

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# 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: 80 Annual Azalea Festival and O.H.F. Celebration Complete Contact Person: GOGG WILLIAMS DAVIS ALLESTING	ation Date: 4444 and and
Contact Person: GREG WILLIAMS, DAVID ALLEN, JUDY MA	W 128-
Amount Awarded \$ 3,950 °C	1-101EZ
1. How was the funding used? Signage, Promotion Ladrertising, Entert	air ment Good Fre Com
Refuse etc. to Facilitate an inviting and successful Town Wide Celeb	metion that and well a
<ol> <li>Please provide a budget report that includes event expenses and revenue. In the form below or attach your own. Detailed receipts are not required.</li> </ol>	clude in-Kind services. Use
Revenue Collected	Amount
TPAC Grant	\$ 3,950 00
Parade Applications	\$ 42000
STREET FAIR	\$ 1.43700
SNACK SHACK	
	\$ 1, 007
\$427574	\$
IN-KIND DONATIONS (captured) \$ 275 policed Total	s 6,814 ==
Expenses Paid	Amount
Signage, from ladvertising, Decorations and Incidentals	\$ 1,64100
GRAND MARSHAL / Founding Family / Entertainment	\$ 1,15000
Food / ICE CREAM SOCIAL + Supplies	
Refuse / Dump, Port-o-Poties	\$ 1,867 28
somp, verious	
	\$
	\$
Total	\$
3. Estimate how many people attended the event: Estimated 6,000	Total over 4 days
4. Estimate how many people attended from outside Curry County: Estimate.  To estimate attendance have a sign in sheet or event surveys so that you may determine who	1 2 200
of A M.	7 - 7
Signed: Areg Williams Date: 8	-23-19
Organization: BROOKINGS - HARBOR CHAMBER of CommERCE If more room is needed for any information please attach a second sheet	×

### **TPAC EXPENSES FY 2019-20**

\$33,970 BUDGETED		ADVERTISING MEDIA INTERNET - PRINT		60% EVENTS	Allocated \$7,000	Reoccuring Annual Events Approved at CC Level		Operating Supplies
	32-10-6090					32-10-6120	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	-500	Spectrum Digital						
October								
November								
December								
January								
February								
March								
April								
May								
June								
*Pending								
REMAINING FUNDS			\$ 9,182		\$7,000		\$1,000	\$500

*Pending Budget Allocations 2019-20		
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TPAC Goals: Increase overnight stays with emphasis on October thru April.

Budget 60% on events and 40% on media advertising