

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 –

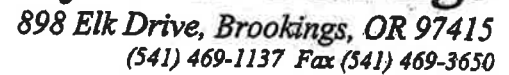
Skip Watwood commented that he liked the recent push on social media for the upcoming Live Culture Coast, but thought the event concept could be clearer. Kathleen Dickson said she would share that with the event organizers.

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)



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.

Exhibit C

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	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	\$ 9,288	\$ 9,182	\$7,000		\$1,000	\$500

*Pending Budget Allocations 2019-20

\$ -

\$ -

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