

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, January 18, 2018 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes** – December 21, 2017
- 3. Public Comments**
- 4. Action Items**
- 5. Informational Items**
 - a. Wild Rivers Coast Foundation for Dance Event Evaluation
 - b. Coastal Christmas Parade Event Evaluation
 - c. Recent Council Actions
 - d. TPAC Budget and Internet Hit Info
- 6. Schedule Next Meeting** – February 8, 2018
- 7. Adjournment**

All public comments and presentations are limited to 10 minutes. 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 – December 21, 2017

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Angi Christian, Candice Michel, Tim Patterson, Dane Tippman, and Bob Pieper.

Also present: City Manager Gary Milliman and Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

a. Motion made by Angi Christian to approve the minutes of November 16, 2017, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

3. Public Comment – There was no one present to address the Committee on non-agenda items.

4. ACTION ITEMS

a. Pistol River Wave Bash

- City Manager Milliman presented the proposal and needs of the International Windsurfing Tour organization
- The committee discussed various event assistance options

Motion made by Candice Michel to recommend to Council funding a \$2,000 sponsorship of the videography, stipulating in the agreement a specific amount of footage of Brookings be included in the production, motion seconded by Dane Tippman; the motion carried unanimously.

b. Modification to Meeting Schedule

- Teri Davis presented a calendar explaining how due to the scheduling of TPAC meetings, decisions made by TPAC are delayed getting to City Council.
- The committee discussed the possible alternative meeting schedules.

Motion made by Candice Michel to change the monthly meeting to the second Thursday of the month at 4:00 p.m.; motion seconded by Angi Christian; the motion carried unanimously.

c. Events Calendar

- Tim Patterson advised that Committee members to monitor the progress of the calendar at CoastToday.com

The Committee took no action.

5. INFORMATIONAL ITEMS

a. Events Calendar

- Tim Patterson advised that data entry is in progress

b. Recent Council Actions

- Teri Davis informed that Council approved all three items recommended by TPAC: Wild Rivers Foundation for Dance, Port Fish Cleaning Station, and Spectrum Digital Advertising Campaign.

c. Budget Status – Committee reviewed the budget status

d. Internet Hit Info – Committee reviewed internet hits document provided

e. Upcoming Council Workshop – Teri Davis advised committee about the upcoming Council Workshop on January 4 which will discuss Tourism promotion with the Chamber of Commerce and also TPAC funding criteria.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for January 11, 2018.

8. ADJOURNMENT – with no further business before the Committee, Dane Tippman made a motion to adjourn; Angi Christian seconded the motion; meeting adjourned at 4:59 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at January 18, 2018 meeting)



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program

Project Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Project Title: Purchase lighting Equipment Completion Date: 12/10/2017
 Contact Person: Jan Barbas Phone: 801 755 9067
 Amount Awarded \$ 2000⁰⁰

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___ . Detailed receipts are not required).

Purchased stage lighting equipment.

2. Estimate how many people have been attracted to area because of project. Approximately how many of these were from outside Curry County?

Our proposal indicated that this was a durable equipment purchase to be used in multiple events over time. Each event is marketed and attracts some outside attendees. Past tracking has suggested as many as 100 outside attendees at some events. ~~wanted out purpose~~ We expect to continue to attract outside attendance over time.

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) may eliminate your organization from future consideration for funding under this program.

Signed: Dated: 12/18/2017

Organization: Wild Rivers Coast Foundation For Dance



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Tourism Promotion Special Event Program Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Event Title: Coastal Christmas Decorating & Parade & Santa Event Completion Date: Jan 27th 2018
 Contact Person: Kathleen Breshears Phone: 541-412-0174
 Amount Awarded: \$ 2000.00

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___ . Detailed receipts are not required).

WREATHS - 1105⁰⁰ Batteries - 194⁰⁰
 Inflatables - 330.97 Santa Wig & Beard 76⁰⁰
 Insurance 265⁰⁰
 Parade Prize 100⁰⁰ Total - 2,270.97
~~Cities~~ Refreshments 100⁰⁰
 Misc - 100⁰⁰

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

600 - 800 ? people watching Parade
 2 parade groups from Crescent City + family & friend Spectators
 300+ people at Santa Event after Parade

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: Kathleen Breshears Dated: 1-8-2018

Organization: Coastal Christmas Elves

TPAC EXPENSES FY 2017-18

\$47,929 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT		60% EVENTS		10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$47,929 budget (32-10-6090)						
% BUDGETED	\$ 14,379		\$28,757		\$4,793	\$1,000	\$1,000
July			\$ (2,000)	Fungi Fest			
August	\$ (2,500)	Salmon Run Videos	\$ (2,050)	Salmon Run Videos			
September						\$ (106.49)	
October							
November			\$ (2,000)	Coastal Christmas			
December	\$ (6,000)	Spectrum Digital					
January	\$ 6,000	Transfer In	\$ (6,000)	Transfer to Advertising			
			\$ (2,000)	Wild Rivers Coast Foundation for Dance			
			\$ (1,500)	Fish Cleaning Station at Port			
February							
*Pending	\$ (10,800)		\$ (3,745)				
REMAINING FUNDS	\$ 1,079		\$ 9,462		\$ 4,793	\$894	\$1,000

*Pending Budget Allocations 2017-18

\$ 4,800	Go App	\$ 2,000	Wave Bash
\$ 6,000	Spectrum 2018	\$ 1,745	Travel & Adventure Show
<u>\$ 10,800</u>		<u>\$3,745.00</u>	

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

YouTube Videos		Posted	Previous					Total				
Apple Box Videos		4/21/14	6/8/17	7/13/17	9/7/17	10/12/17	11/9/17	12/14/17	1/11/18	Views		
Great Place to Live			5461	520	874	491	225	239	255	8,322		
Great Place to Visit			1355	56	77	70	15	24	32	1,674		
Great Place to Go Camping			1177	63	63	63	12	30	23	1,475		
Great Place for a Romantic Getaway			1293	88	103	88	13	38	30	1,697		
Great Place to Bring Your Family			885	50	54	47	21	18	31	1,138		
KOBI Videos												
11/8/14												
Romantic Weekend			742	16	31	30	39	6	9	17	890	
Family Weekend			811	13	24	35	38	7	11	15	954	
Oregon Lifestyles												
11/21/14												
Brookings Episode			722	65	74	114	86	27	29	32	1,149	
Boardman State Park		4/25/16	1515	84	113	179	52	35	59	55	1,570	
Dining 101 Film		10/6/16	1367	104	136	516	103	36	47	40	1,407	
View Totals All Videos			13845	704	1,155	2,045	1,077	397	504	530	20,257	

Brookings Lifestyle views (not on City channel)												
			24090	463	681	1,252	888	358	331	238	28,301	

Great Place for Romantic Getaway												
Views			37402	26	69	44	360	345	25	250	38,521	
Shares			1613	0	1	0	15	4	0	5	1,618	
Likes			328	0	0	1	0	0	0	0	328	

Samuel H. Boardman Video												
Views			40,019	143	41	125	15	14	19	7	40,026	
Shares			1195	11	0	4	0	0	0	0	1,195	
Likes			445	2	0	0	0	0	0	0	445	

Dining 101 Video												
Views			10751	11	98	949	47	28	18	0	10,769	
Shares			281	0	1	23	1	0	0	0	282	
Likes			151	0	0	10	0	0	1	0	152	