

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, February 18, 2016 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. January 21, 2016

3. Public Comments

4. Action Items

- a. Brookings Harbor Visitor Center Proposal – Barbara Ciaramella
- b. Avenue of the Arches Proposal - Natures Coastal Holiday – Claus Gielisch
- c. Wild Rivers Music Festival Date Change – Gary Milliman
- d. Dining Video RFP – Candice Michel
- e. Travel Oregon Liaison Clarification
- f. Travel Oregon Bike Friendly Business Program – Barbara Ciaramella

5. Informational Items

- a. City Council action from February 8, 2016
 - Chetco Running Club Event
 - Dining Video RFP
- b. TPAC policy for funding events donating to Non-Profits – continued to March
- c. Budget and Internet Hit Info

6. Schedule Next Meeting

7. Adjournment

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids 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 – January 21, 2016

CALL TO ORDER

Meeting called to order at 4:04 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood and Committee Chair Tim Patterson. Also present: Gary Milliman, City Manager

Absent: Committee member Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of December 17, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

4. ACTION ITEMS

- a. Run Zwinkle Event Proposal - Mike Frederick of Chetco Running Club advised that he does not have enough time to plan the Zwinkle Run event in February that he had originally submitted a proposal for but is still interested in having a running event in March. **Motion made by Bob Pieper to allocate \$3000 to fund Running Club event, motion seconded.** Committee discussed event scheduling, location and available committee funds. **Committee voted; two in favor, three opposed; the motion fails.** **Motion made by Candice Michel to fund event \$1350 to cover 50 peoples entrance fees, motion seconded.** Mike felt the event would cost them at least \$3000 and did not know if they would have the event with a lesser amount. Discussed loaning the funds and repayment to TPAC if the event is profitable. **Motion Withdrawn. Motion made by Tim Patterson to loan \$3000 to fund Running Club event, motion seconded.** Candice not convinced to allocate so much money for this event with the remaining TPAC fund balance at \$5248. Committee questioned estimated person attendance ratio per requested dollar amount. Also if event would be profitable enough to pay a loan back. **Committee voted; three in favor, two opposed; the motion passes.** Matter forwarded to City Council.
- b. **2nd Annual Crab Festival** – Crissy Cooper, Port of Brookings Harbor presented event proposal requesting \$4000 for Crab Festival. Advised that they have budgeted for 750 dinners and have sold 190 tickets so far. Committee discussed that the event is already established and attendance last year was at 10,000. No action taken.
- c. **Appoint TPAC Travel Oregon Liaison – Motion made by Candice Michel to appoint Barbara Ciaramella as liaison with Travel Oregon; motion seconded and the committee voted with Barbara abstaining; the motion carried unanimously.**
- d. **Travel Oregon Bike Friendly Business Program** – Barbara suggested businesses buy their own “Bike Friendly” signs rather than pay Travel Oregon for them, Gary pointed out that the Travel Oregon program includes them on their website and promotes them, giving bikers a chance to plan out there trip and stay over spots. Barbara to contact Travel Oregon to see what arrangements can be made to purchase signs.

5. INFORMATIONAL ITEMS

- a. **Coastal Christmas Event Evaluation** – evaluation reviewed - Committee thought City looked very good for holiday season with a lot of decorations. The planned parade event was canceled

due to weather. Was noted that some of the lights went on and off because of ground faults that need to be solved before next year.

- b. Natures Coastal Holiday Evaluation** – evaluation reviewed – committee agreed it was a very good light show this year with the addition of the reconditioned bells set up downtown.
- c. City Council action from January 11, 2016** – Gary advised the City Council approved TPAC’s recommendations for funding the BHHS CTE Video Club drone and videos, the Xplore Film Sponsorship and approved preparing an RFP for a Dining Promotion video. Gary preparing RFP, for council to review.
- d. Discuss Funding Reoccurring Events/Funding Events Donating to Non-Profits** – Issue being is it reasonable to give groups TPAC funds and then have them donate any profit they make to non-profits. Point being rather than have them giving their profits to non-profits having them retain profits and not have to come back to TPAC for funds the next year. Suggested that groups that plan to donate to non-profits be offered a line of credit for funds (loan) and repay the TPAC funds first before making their non-profit donations. City Manager to write up a policy for committee consideration.
- e. Budget and Internet Hit Info** – Reviewed budget and internet hit info.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for February 18th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:34 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at February 18, 2016 meeting)

Event Title: Brookings Harbor Visitor Center Amount Requested \$ 4000.00

Event Description: Brookings Harbor Visitor & Tour Center AT the Port of Brookings

Event Date/s: Opening May 2016

Location: Port of Brookings - Old Chamber bldg Location secured? Yes No *see attached*

Event Goals: Open 7 days per week. Open to every business in our area. Will also have local tours from our location. Monies will go towards purchasing equipment.

Please explain how this event will be sustained after the first year: Additional Advertising by local businesses, tour operators and attractions.

Sponsors/Investors: Privately owned LLC.

Budget

Income			Expenses		
Tour Fees Collected	\$ 3000.00	Book 10 tours per day @ 10.00 ea.	Facility/Venue Costs	\$ 1400.00	
Advertising Admissions	\$ 4250.00	\$25.00 X 50 = 1250 - \$ 50.00 X 20 = 1000 - \$ 100.00 X 20 = 2000 -	Insurance	\$ 200.00	
Concessions	\$ 2000.00	Food \$67.00 per day	Advertising	\$ 200.00	
	\$ 750.00	\$25.00 per day SOUVENIRS	Supplies	\$ 100.00	
	\$ 3000.00	T-Shirts 5 per day @ \$20	Utilities	\$ 100.00	
	\$		payroll	\$ 6000.00	
TOTAL	\$13000.00		TOTAL	\$ 8000.00	

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: First measure would be increase in business for local businesses & tour operators. Will work closely with hotels, etc to. Monitor.

Contact Person: Barbara Ciaramella Phone: 541-661-2117

Organization: Brookings Harbor Visitor Center Address: P.O. Box 1103, Brookings 97415

If more space is required please attach additional pages



January 20, 2016

Port of Brookings
Ted Fitzgerald
16374 Lower Harbor Road
Brookings, OR 97415

HAND DELIVERED

Ted,

In regards to your letter, the Chamber is a non-profit and therefore unwilling to pay full retail for our current location. Frankly, if you have someone willing to pay that for this building, I say go for it! Please let us know how we can proceed from here. Feel free to contact me via email or call my store.

Regarding another issue, the Chamber has decided to extend to the Port an Ex-Officio position on our board. This position will have voting rights and the ability to participate on any committee. With this decision, it is our intent to further cooperation and increase transparency between the Port and the Chamber. This position can be filled by anyone of the Port's choosing, although they must also be approved by a quorum of the Board. If you would like to discuss this further, you know how to reach me.

Regards,

Jeremy Small
Chairman
Brookings-Harbor Chamber of Commerce

January 21, 2016

Barbara J. Ciaramella

Hand Delivered

Re: Proposed Tenancy at Current Chamber of Commerce Location 16330 Lower Harbor Rd.

Dear Ms. Ciaramella:

As you know, you had previously asked about the potential availability of the building and appurtenances currently occupied by the Brookings-Harbor Chamber of Commerce at 16330 Lower Harbor Rd. You had offered to lease the 1,502 square foot space for \$1.00 per square foot for a five-year term, in accordance with normal port lease terms. I had told you that I felt it would be even-handed to extend that same offer to the Chamber, which I did. I enclose a copy of their response.

Please contact me at your earliest convenience so that we may proceed with drafting a lease.

Sincerely,



Ted Fitzgerald

Manager, Port of Brookings Harbor

PORT OF BROOKINGS HARBOR

16340 Lower Harbor Rd
Suite 103
PO Box 848
Brookings, OR 97415

PHONE (541) 469-2218
FAX (541) 469-0672
EMAIL reception@port-brookings-harbor.com
WEB SITE www.portofbrookingsharbor.com

In my opinion, the Avenue of the Arches project was a great success in Natures Coastal Holiday last year. It performed flawlessly during the entire event. The public response was overwhelmingly favorable. Talking with several of the docents confirmed that foot traffic to the Capella had increased enormously.

The plastic PVC pipe structure was always meant as a concept construct. It proved that the idea of the arches was feasible and workable. This was merely the first phase.

It's time to consider stepping it up to the next level. In order to add more lights, and the necessary controllers, we will need a much stronger system. This proposal is for a permanent, all steel construct, able to support twice the amount of lights and controllers next year, and even more in the years to come.

I invite the City of Brookings to show support for this project by providing funding through TPAC.

Yours sincerely

Klaus Gielisch
President
Natures Coastal Holiday

50	10 foot length 1¼ inch electrical conduit	\$14.00	\$700
4	10 foot length 1½ inch electrical conduit	\$16.00	\$64
8	10 foot lengths 1 inch electrical conduit	\$9.50	\$76
8	10 foot length 2x2x ¼ angle iron	\$20.00	\$160
6	10 foot length 1¼ x 1¼ x ¼ angle iron	\$15.00	\$90
60	Strings blue icicle LED lights	\$21.00	\$1,260
1	Shipping	\$180.00	\$180
4	LOR controllers	\$340.00	\$1360
1	Shipping	\$150.00	\$150
1	Software program update	\$90.00	\$90
42	Yards canvas (bulb protection during transport)	\$2.80	\$118
500	Heavy duty 15mm ring snaps	\$.03	\$150
1	Snap press	\$45.00	\$45
50	Connector pins	\$2.25	\$113
1	Conduit Bender	\$170.00	\$170

\$4,726

From: Lauri Ziemer [mailto:lziemer@brookings.or.us]
Sent: Friday, February 12, 2016 10:12 AM
To: Gary Milliman
Subject: RE: change to Wild Rivers Music Festival

We did – July 2-3rd. See attached possible addendum. Want this put on next weeks TPAC agenda?

Lauri Ziemer

Public Works | Dev. Services
City of Brookings
898 Elk Drive | Brookings, OR 97415
(541) 469-1103
lziemer@brookings.or.us

From: Gary Milliman [mailto:gmilliman@brookings.or.us]
Sent: Friday, February 12, 2016 9:54 AM
To: Joyce Heffington; Lauri Ziemer
Cc: Scott Graves
Subject: FW: change to Wild Rivers Music Festival

We may need to do a contract amendment. Please review contract to verify if we included the number of days of the event.

Gary Milliman

City Manager
City of Brookings
898 Elk Drive
Brookings, OR 97415
541-469-1101 | Fax 541-469-3650

From: Scott Graves [mailto:sgraves@currypilot.com]
Sent: Thursday, February 11, 2016 5:57 PM
To: Gary Milliman
Subject: change to Wild Rivers Music Festival

Gary,

Because the city's TPAC gave Stagelights a \$4,000 grant for our festival, I felt it only fair to let you know about a major change to the festival.

The festival board voted last night to do a 1-day festival instead of two days. This will allow us to concentrate our budget on high caliber acts, making it one jam-packed day (1 p.m to 9 p.m.) of awesome music!

I hope this is not a deal-breaker. The \$4,000 grant is extremely critical to maintain the festival this year. We are planning to do it again next year, too.

Please let me know who else I should contact about this.
Thanks for your support!

Scott Graves

sponsorship coordinator
541-569-3123



REQUEST FOR PROPOSALS

CITY OF BROOKINGS DINING PROMOTIONAL VIDEO

Background

The City of Brookings (City) levies a Transient Room Tax on guests of City lodging establishments for the purpose of providing funding for tourism marketing and promotion. The City, through its Tourism Promotion Advisory Committee, desires to solicit for a dining promotional video to better serve the City's tourism community.

Submission Deadline

To be considered, the respondent must submit three (3) copies of the proposal containing the requested information in an envelope clearly marked: "**Dining Promotional Video**":

In person or by regular mail to: Gary Milliman, City Manager
City of Brookings Tourism
898 Elk Drive
Brookings, OR 97415

Email: gmilliman@brookings.or.us

Submittals must be received at City Hall, 898 Elk Drive, Brookings, OR 97415, no later than **4:30 PM, Tuesday, February 16, 2016**. Incomplete submittals, or submittals received after the specified deadline, will not be considered.

Project Description

The City seeks through this Request for Proposals (RFP) to enter into a contract with an individual, company, or organization to develop a new promotional video highlighting dining opportunities in the Brookings Harbor area. In addition to the fee paid by the City, contractor may collect a fee from participating establishments.

Scope of Work / Deliverables

1. Develop a 20 minute video with four, five-minute segments featuring three businesses per segment; any individual business could be in more than one segment.
2. Format videos for City website integration and stand-alone marketing on You Tube.

Note: The individual, company, or organization may not necessarily have to prepare the graphics, design, photography, etc. needed for the deliverables themselves. They may, as part of their proposal, include the cost of coordinating with outside vendors to prepare the final products.

Budget

The budget for this service is \$2,500.

Process

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the qualifications necessary to manage and execute

the desired services. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee.

Proposals will be evaluated based upon qualifications. The respondent deemed to be the best qualified will be invited to submit a fee proposal.¹

Proposal Requirements

The proposal will be concise, well organized and demonstrate the qualifications and experience necessary to complete this project. The proposal must include the following:

1. Examples of the desired professional marketing and/or promotional services as outlined under the Scope of Work. Each example should provide some insight into how the campaign/collateral/message was developed and implemented.
2. A minimum of three professional references for similar work provided by the respondent within the past five years is desired. Please include current contact name, company or organization, and contact info (current phone, email and address).
3. A complete resume of each person named in the proposal.
4. A cost proposal.
5. The amount of fee to be charged to participating businesses.

Right to Reject All Proposals

The City reserves the right to accept, reject, withdraw, or amend any and/or all proposals, or any component part thereof, deemed to be in the best interest of the City or in the best interest of the desired outcome. All costs incurred in the preparation and presentation of a response to this RFP, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract shall be the sole responsibility of the respondent/proposer. The City also reserves the right to request additional information or clarification from all respondents/proposers until a contract for the desired services is offered to one or more respondents.

Once submitted, the proposal and supporting materials become public documents and become the property of the City of Brookings.

Insurance Requirements

Respondent will be required to enter into a professional services agreement with the City and provide insurance as specified therein.

Questions

Questions related to this request for proposals should be directed to Gary Milliman, City Manager; 541-469-1101; gmilliman@brookings.or.us

¹ Public Procurement and Contracting Policy (Resolution 12-R-991)



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1104 Fax (541) 469-3650 TTY (800) 735-1232
rhedenskog@brookings.or.us; www.brookings.or.us

Mayor Ron Hedenskog

January 25, 2016

Tourism Promotion Advisory Committee

Dear Committee Members,

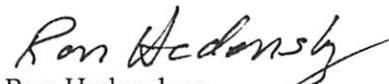
It has come to my attention that the Tourism Promotion Advisory Committee (TPAC) took action at its meeting of January 21, 2016, appointing a liaison to Travel Oregon.

Please note that the appointment of City representatives to represent the policy interests of the City of Brookings with organizations such as Travel Oregon falls under the purview of the Mayor and the City Council.

TPAC is an advisory committee to the City Council and is charged with making recommendations on the expenditure of Transient Occupancy Tax funds for tourism promotion. Maintaining business relationships between the City and other agencies, such as Travel Oregon, is the responsibility of the City Manager.

To my knowledge, there has been no request for the City to appoint a liaison to Travel Oregon, and such role has not been defined.

Sincerely,


Ron Hedenskog

Cc: City Council
City Manager

TPAC EXPENSES FY 2015-16

2015-16	Contract Services	Operating Supplies	Training & Travel
	32-10-6090	32-10-6030	32-10-6120
BUDGETED	\$31,381	\$1,000	\$500
July	(\$5,000) Coastal Christmas - Dec	\$ -	\$ -
	(\$3,510) Natures Coastal Holiday Bells - Dec		
	(\$3,500) Oktober Fest - Oct		
August	(\$53) VC Restrooms	\$ -	\$ -
September	(\$1,000) WR Coast Home School Conference - Oct	(\$22)	\$ -
October		\$ -	\$ -
November		\$ -	\$ -
December		\$ -	\$ -
January	(\$4,000) Wild Rivers Festival - July - LOAN	\$ -	\$ -
	(\$450) Curry Co. Cruisers - May		
February		\$ -	\$ -
March			
April			
May			
June			
*Pending Allocated Funds	(\$11,620) see breakdown below		
REMAINING FUNDS	\$2,248	\$ 978	\$ 500

*Pending \$ 2,500 Curry Coast Community Radio - contract pending
 Allocated \$ 862 American Road Magazine Advertising approved 9/2015 - not billed yet
 Funds not yet funded: \$ 2,500 Dining Promotion Video approved 1/2016 - contract pending
 \$ 2,258 BHHS CTE Program Drone approved 1/2016 - contract pending
 \$ 500 Oregon Lifestyles Advertising approved 1/2016 - not billed yet
 \$ 3,000 Zwerkle Run - LOAN pending CC approval
 \$ 11,620

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos	Posted	Previous Total	Monthly Views												Total Views			
			8/11/15	9/10/15	10/9/15	11/12/15	12/10/15	1/13/16	2/12/16									
Apple Box Videos	4/21/14																	
Great Place to Live		1855	253	212	121	64	98	101	124	2828								
Great Place to Visit		518	66	46	34	24	32	30	20	770								
Great Place to Go Camping		447	51	52	33	56	23	24	28	714								
Great Place for a Romantic Getaway		436	57	53	34	26	23	23	41	693								
Great Place to Bring Your Family		418	30	31	14	10	15	15	17	550								
KOBI Videos																		
	11/8/14																	
Family Weekend		349	37	32	27	20	17	21	17	520								
Romantic Weekend		357	31	25	26	6	15	14	13	487								
Oregon Lifestyles																		
	11/21/14																	
Brookings Episode		153	19	15	3	6	8	22	13	239								
View Totals All Videos		4533	544	466	292	212	231	250	273	6801								
Brookings Lifestyle views (not on City channel)		9124	822	1027	1087	971	575	661	514	14781								
Great Place for Romantic Getaway		16203	254	169	8409	6918	158	253	509	32873								
Views on facebook		925	4	0	340	180	0	7	15	1471								
		NT	206	1	45	45	0	2	1	300								

Views
 Shares
 Likes