

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, May 18, 2017, 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes**
- 3. Public Comments**
- 4. Informational Items**
 - a. Amber Aguirre presenting Spectrum digital analytics
 - b. TPAC Budget and Internet Hit Info
- 5. Schedule Next Meeting**
- 6. 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 – April 20, 2017

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Angi Christian, Tim Patterson, Chuck Costello and Chair Skip Watwood

Also present: City Manager Gary Milliman and City Recorder Teri Davis

2. APPROVAL OF MINUTES –

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

3. PUBLIC COMMENT - No one requested to address the committee.

4. ACTION ITEMS

- a. Brookings Harbor Chamber of Commerce Map Distribution Proposal –** David Allen addressed TPAC regarding a request for \$1,150.80 in TOT funding to fund monthly distribution of Brookings maps.
- TPAC members discussed the where the maps would be distributed and the fee structure for distribution.
 - Candice Michel made a motion to recommend that Council allocate \$1,150 in Transient Occupancy Tax (TOT) funding to provide for distribution services for the maps. Angi Christian seconded the motion and Committee voted; motion carried unanimously.**
- b. Rock the Chetco –** Mike Frederick addressed TPAC regarding a request for a \$3,000 grant from the TOT funds.
- Mr. Frederick advised that a portion of the expenses includes a newly implemented \$1800 venue fee instituted by the Port.
 - Mr. Frederick advised that this event replaces Party at the Port; he also advised that this is the first time he will be organizing the event.
 - TPAC members discussed the particulars of the event including estimated attendance. Candice Michel stressed that greater effort needs to be made to gauge where participants are coming from.
 - Angi Christian made a motion to recommend to Council that TOT funds be used to provide a \$3,000 grant to the Rock the Chetco event. Candice Michel seconded the motion; and Committee voted; the motion carried with five members voting “Yea” and Tim Patterson abstaining due to potential conflict of interest as a Port Board Member.**
- c. Fungi Fest –** Kathleen Dickson addressed TPAC regarding a request for a \$2,000 grant from the TOT funds.
- TPAC members discussed the event’s target market and participant expectations.
 - Ms. Dickson informed that the event may also include participation of a mycologist.
 - Candice Michel made a motion to recommend to Council that 2017-18 TOT funds be used to provide a \$2,000 grant to the Fungi Fest event on the condition of budget approval. Bob Pieper seconded the motion and Committee voted; motion carried unanimously.**
- d. RFP for Survey Volunteer –** item was tabled.

5. INFORMATIONAL ITEMS

- a. Oregon Coast Visitors’ Association (OCVA) Update –** City Manager Milliman provided a summary of recent OCVA initiatives.
- Mr. Milliman also noted that OCVA has submitted a proposal for sponsorship funding for OCVA’s People’s Coast Summit.

-Bob Pieper asked about the status of the Chetco Point Trail project.

-Mr. Milliman advised that the Finance Department is working with her broker to obtain the funding.

- b. Travel Oregon Stakeholder Survey Report** – the survey report was provided to TPAC members in the packet. No discussion of the report took place.
- c. Newberg Tourism Committee News Article** – Mr. Milliman showed an example of Newberg’s very comprehensive event funding application and process.
- d. Budget & Internet Hit Info** – Committee reviewed budget and internet hits documents provided. All funds for advertising have been spent or are earmarked; funds available for events are \$3,757 (less \$3,000 committed to Rock the Chetco); funds available for capital are \$3,079 (less \$1,150 committed to Chamber map distribution).

6. MEMBER COMMENTS

- a.** Candice Michel provided an update regarding the status of the drone video. She has not received an update from the videographer about how the project is progressing. Mr. Milliman advised that if the videographer encounters any issues flying the drone, let him know.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, May 18th at 4 pm.

8. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 5:06 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at May 18, 2017 meeting)

TPAC EXPENSES FY 2016-17

\$50,797 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$50,797 budget (32-10-6090)				
% BUDGETED	\$ 15,239	\$30,478	\$5,079	\$500	\$1,000
July	-\$500 OCVA 2016 Membership	-\$2,500 AMF Concerts		-\$99	
	-\$500 Xplore Film - Dining Video Advance	-\$2,363 Natures Coastal Holiday Arches			
		-\$2,000 Sourwood/Rogue Relay - 2016			
		-\$2,258 BHHS Drone			
August		-\$3,000 Vet Fest			
September	-\$2,219 101 Things to Do Print Ad	-\$3,000 Oktoberfest			-\$20
October	-\$2,000 Xplore Film - Dining Video Balance	-\$1,000 Coastal Christmas	-\$2,000		-\$63
		-\$5,000 Nutcracker Ballet			-\$78
November		\$1,000 Vet Fest Grant Funds Returned			
January		\$900 Oktoberfest Grant Funds Returned			-\$37
February	-\$2,348 Oregon Coast Magazine Print Ad	\$1,000 Vet Fest Grant Funds Returned			
March	-\$1,000 Peoples Coast Guide Ad	-\$2,500 Sourwood/Rogue Relay - 2017		-\$308	
April		-\$1,000 Natures Coastal Holiday			
		-\$3,000 Beat the Brewers Relay			
May		-\$3,000 Rock the Chetco			
*Pending	-\$6,000 Media Advertising listed below	-\$2,000 Pending Events listed below	-\$1,150		
REMAINING FUNDS	\$672	\$ 757	\$1,929	\$93	\$802

*Pending Budget Allocations 2016-17

\$ 6,000	Spectrum Digital	\$ 2,000	VFW Fireworks - thru CC	\$1,150	Chamber Map Distribution
\$ 6,000		\$ 2,000		\$1,150	

*Pending Budget Allocations 2017-18

\$ 2,000	Fungi Fest
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**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	Total									Views
Great Place to Live			11/10/16	12/15/16	1/11/17	2/10/17	3/9/17	4/14/17	5/10/17			
Great Place to Visit			135	271	141	244	176	293	220			5,707
Great Place to Go Camping			37	62	33	35	26	45	27			1,390
Great Place for a Romantic Getaway			32	67	18	35	18	34	13			1,212
Great Place to Bring Your Family			32	70	45	54	37	43	28			1,347

KOB I Videos												
11/8/14												
Romantic Weekend			16	29	10	30	8	14	10			772
Family Weekend			25	34	15	24	14	15	10			835
Oregon Lifestyles												
11/21/14												
Brookings Episode			25	67	37	42	32	46	31			764
Boardman State Park		4/25/16	78	45	43	3	53	84	58			993
Dining 101 Film		10/6/16	45	36	35	65	56	81	74			425

View Totals All Videos

11400	444	731	396	554	435	680	490	15,130
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Brookings Lifestyle views (not on City channel)

20952	447	965	381	440	413	538	394	24,530
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Great Place for Romantic Getaway

34231	1774	190	1008	165	49	124	26	37,567
Views								
1498	62	2	29	7	0	2	0	1,600
Shares								
311	11	0	4	0	1	0	0	327
Likes								

Samuel H. Boardman Video

39,155	509	63	98	72	21	42	507	39,662
Views								
1160	22	0	0	0	0	0	20	1,180
Shares								
443	3	0	0	1	52	0	0	443
Likes								

Dining 101 Video

9489	2,148	101	47	31	20	27	129	9,618
Views								
251	44	2	0	0	0	0	6	257
Shares								
141	21	0	0	0	19	0	0	141
Likes								