

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, May 19, 2016 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. April 21, 2016

3. Public Comments

4. Action Items

- a. Election of Chair & Vice Chair
- b. AMF September Concerts Event Proposal – tabled from last meeting
- c. American Road Magazine - updated stat results & Summer/Autumn Advertising
- d. Mile x Mile Advertising – tabled from last meeting
- e. Dining Video RFP

5. Informational Items

- a. 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 – April 21, 2016

CALL TO ORDER

Meeting called to order at 4:08 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Skip Watwood and Chair Tim Patterson

Absent: Committee member Chuck Costello

Also present: Lauri Ziemer, City Administrative Assistant

2. APPROVAL OF MINUTES – Motion made to approve the minutes of March 17, 2016; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Chrissy Cooper, Port Event Coordinator advised that she is working with Travel Oregon/Cycle Oregon on a campaign to encourage bikers to the area and will be submitting more information to the committee for possible TPAC participation. Committee discussed purchasing event tents for off season events and contact be made with Barbara Ciarmello to review information she had collected previously.

4. ACTION ITEMS

- a. **AMF September Concerts Event Proposal** – Dave Miesner, AMF Director presented information on the upcoming AMF concert season and their event proposal for funds to assist in covering costs for three concerts in September. Typically concerts end in early September, they would like to have concerts through September to encourage tourism and take advantage of the Fall weather and the bandshell. Committee did not believe September was off season but were supportive of the proposal. Suggested that Gary write a motion that City Council provide the funds to support the event. Matter tabled until next meeting.
- b. **Mile x Mile Advertising** – Committee reviewed the recent American Road magazine print ad and requested that the stats from that ad be provided to them at the next meeting before deciding to contract for another print ad. Matter tabled until next meeting.

5. INFORMATIONAL ITEMS

- a. **City Council action** - Lauri Ziemer advised of the actions on items forwarded to City Council from TPAC, including that City Council only funded the TPAC portion of \$2462 for Natures Coastal Holidays Avenue of Arches; that the at the Dining Video RFP was approved by City Council and RFP's were due April 22nd. The RFP's will be reviewed at the next TPAC meeting; and that the City Council approved the TPAC Residual Use Policy Ordinance.
- b. **Budget and Internet Hit Info** – reviewed expenses and remaining funds.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for May 19th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:32 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at May 19, 2016 , meeting)

Event Title: American Music Festival (AMF) September Sunday Concerts **Amount Requested** \$ 2,500

Event Description: Sunday Summer afternoon concerts in Azalea Park scheduled in September

Event Dates: September 11th, September 18th, and September 25th

Location: Azalea Park Bandshell **Location secured?** Yes No

Event Goals:
 We want to take advantage of the typically beautiful weather in fall and extend our concert season to include more Sunday summer concerts in September which would encourage fall tourists for the weekends. Concert goers plan trips to Brookings from Medford, Redding, Eureka, Eugene, Klamath Falls, Reno, Portland and farther to hear music/bands they follow and like to see perform. One reason they come to Brookings concerts.....we are a free event they can afford on their weekend visiting budget allowing them to spend money in local motels and restaurants.

Please explain how this event will be sustained after the first year:
 We seek sponsors from local businesses and grants yearly. Any income leftover is banked for the next year's concerts.

Sponsors/Investors:
 This years' list of 2016 sponsors for the AMF season attached. This year we have enough sponsors to cover the concerts scheduled from June thru August.

Budget					
Income for September			Expenses for September		
Season Grants/ Sponsorships	\$		Band Costs	\$	4,200
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	
Donations	\$	1,200	Concert Programs/Surveys	\$	50
	\$			\$	
TOTAL	\$	1,200	TOTAL	\$	4,250

Methodology for evaluating events success in terms of bringing visitors to the Brookings area:
 Every concert we pass out surveys to concert goers and ask how they liked the band and their home zip code to determine how many are out of area guests and where they are coming from. Directors mingle extensively with the crowd to hear suggestions and remarks and have heard many times that the concert season should be extended.

Contact Person: Dave Miesner, AMF Director **Phone:** _____
Organization: AMF **Address:** PO Box 1737, Brookings, OR 97415

If more space is required please attach additional pages



American Music Festival (AMF)
Under the auspices of BACA
(Brookings Area Council for the Arts)
P.O. Box 1737
Brookings, OR 97415
Tax ID #93-0897520

April 1, 2016

Dear TPAC:

Summer is around the corner and Fall will be soon behind. The American Music Festival (AMF) is busy planning for those long and usually warm Sunday afternoons in Azalea Park and this year AMF is extending their concert season thru the month of September. We want to take advantage of our typically beautiful fall weather and encourage visitors with one more thing to put on their list to do while visiting our area, which means they may stay an extra day or two.

AMF has been providing summer concerts since 1995. Every year we seek out sponsors and grants to support our goal of bringing quality bands that appeal to local and visiting audiences on a wide spectrum including age, musical tastes, genres and styles. Some years we have greater sponsorship than others and this year is one of those other years. We hope to have funds to cover five to six concerts during the summer, but need additional funding for the fall concerts.

Last summer we had a fantastic concert season, with a record number of crowds attending. We brought in bands that have set a very high standard for us to continue. To do that we need support to attract quality bands with a high performance level that everyone wants to spend a warm fall afternoon listening to. We also want to engage bands that visitors travel to Brookings and spend the weekend to see. Perhaps you have noticed an increase in visitors in the area on concert weekends; concert goers are planning trips to Brookings from Medford, Redding, Eureka, Eugene and farther to hear music/bands they follow and they like to see perform. One reason they come to Brookings concerts.....we are a free event they can afford on their weekend visiting budget allowing them to spend money in local motels and restaurants.

We hope you see the value in supporting this ever popular event and are able to help us extend our AMF concert season.

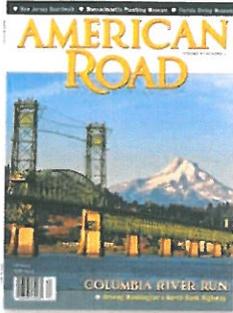
Sincerely

AMF Directors

DENNETT CONSULTING GROUP

2016 OREGON ROAD ADVENTURES (DCG 2-16) AMERICAN ROAD MAGAZINE COOPERATIVES

We keep creating these campaigns using **American Road Magazine** because they work! The magazine is one of those hidden gems for reaching consumers that love road trips, and the numbers prove it:



100% of their 70,000 readers take a vacation trip every year.

52% take 7+ vacation trips every year!

78% of readers are baby boomers and seniors

45% have incomes of \$75,000 or more

This unique heritage tourism magazine has been one DCG's top cooperative programs and lead generators for five years. Plus they have an outstanding social media program that will make your social media efforts grow.



OREGON ROAD ADVENTURES CAMPAIGN – You will be one of four businesses featured in a full-page color ad, with a supporting social media campaign with your own online tour itinerary (map) to promote a road trip to your special part of Oregon. Ad production is included in the cost.

SUMMER 2015 – SOLD OUT

WINTER 2015 – SOLD OUT

SPRING 2016 – SOLD OUT

SUMMER 2016 – CLOSING NOW – 2 SPOTS LEFT

AUTUMN 2016 – THREE SPACES AVAILABLE

SPRING 2017 – FOUR SPACES AVAILABLE

SUMMER 2017 – FOUR SPACES AVAILABLE

- ✓ **Exposure in a full page color ad – Ad Production Included.** You will be one of four businesses featured in a page dominant ad.
- ✓ **Your online tour itinerary (PDF) on the American Road website for THREE MONTHS.** Promoting 24/7 a road trip to your special part of Oregon!
- ✓ **A multi-month social media campaign with detailed monthly reports from American Road.** To drive people to your itinerary and website.
- ✓ **Monthly leads from American Road for you to use to generate direct sales!** Past partners have reported more than 10,000 leads (clicks, downloads, leads) from American Road.

YOUR COST: \$862

TO SIGN UP OR ASK QUESTIONS – JUST EMAIL MARK DENNETT: Mark@dennettgroup.com

Hi Lauri,

Below you'll find the description of the Clickmeter reporting system that explains what it provides:

EXPANDED DIGITAL ANALYTICS

Clickmeter gives us the ability to provide you with detailed analytics reports. These reports include:

1) The number of clicks.

2) Identification of unique human clicks (UC), non-unique/repeat human clicks (NUC), and computer generated (bot) activity. By tallying the unique and non-unique activity you obtain the actual human activity generated from your campaign.

Since your campaign started you've had:

Itinerary downloads:

Unique: 299

Non-unique:113

Total Human downloads: 412:

Clicks to home page:

Unique: 203

Non-Unique: 17

Total Human clicks: 220

Clicks to events page:

Unique: 226

Non-Unique: 31

Total Human clicks: 257

A clickmeter example key is attached to this email as well to assist you in explaining the report to your committee. If you want to schedule a short phone meeting to answer other questions I'm happy to do so. With the clickmeter results and your opt-in leads your campaign is already well under \$1/response. Congratulations on a great campaign! Please let me know if you have any questions.

Best,

Becky Repp

becky@americanroadmagazine.com

American Road magazine

[1-877-285-5434 x1](tel:1-877-285-5434)

Make memories to last a lifetime—explore America's back roads!

On Thu, May 12, 2016 at 7:01 PM, Lauri Ziemer <lziemer@brookings.or.us> wrote:

Hi Becky – thanks for your quick responses, appreciate your help. Could you please just let me know what UC, NCU and BOT stand for and also if possible a simple explanation of how to explain the statistics to our committee. Thanks so much for any help!

Lauri Ziemer

Public Works | Dev. Services

Gary Milliman

From: Marji
Sent: Monday, March 28, 2016 6:36 PM
To: Gary Milliman
Subject: Re: City of Brookings ads for the 2016 Mile by Mile Guide ~ Oregon Coast Magazine
Attachments: OCM_Rate Sheet_2016.pdf

Hello Gary,

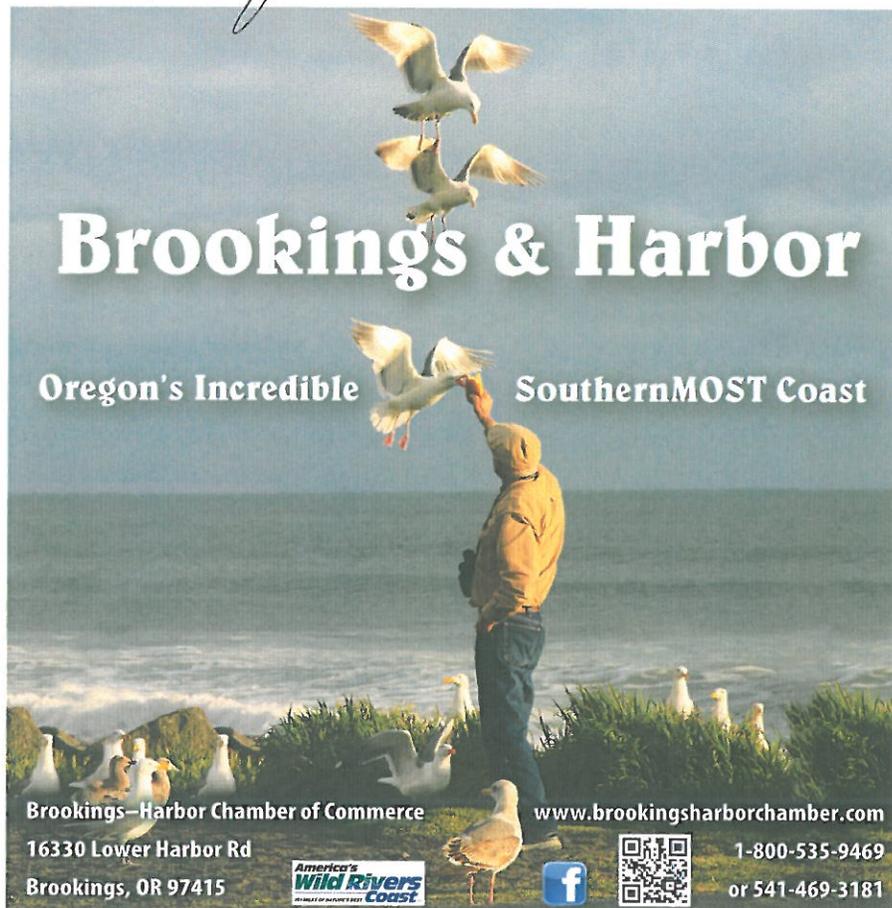
In years past, in addition to the Mile-by-Mile spread, the Brookings Chamber ran a 1/3rd page ad in our regular issues of Oregon Coast Magazine. Are you interested in the City doing that this year?

I've attached our regular rate sheet. I can offer you the 6x rate in our upcoming May/June issue.

I'll send some examples of previous ads from our graphics dept, designed for Brookings in a separate email.

Thanks for your consideration,
Marji Brown
Oregon Coast Magazine
Cell ~ (541) 999-7616

Sample from 2014



Brookings & Harbor

Oregon's Incredible SouthernMOST Coast

Brookings—Harbor Chamber of Commerce
16330 Lower Harbor Rd
Brookings, OR 97415

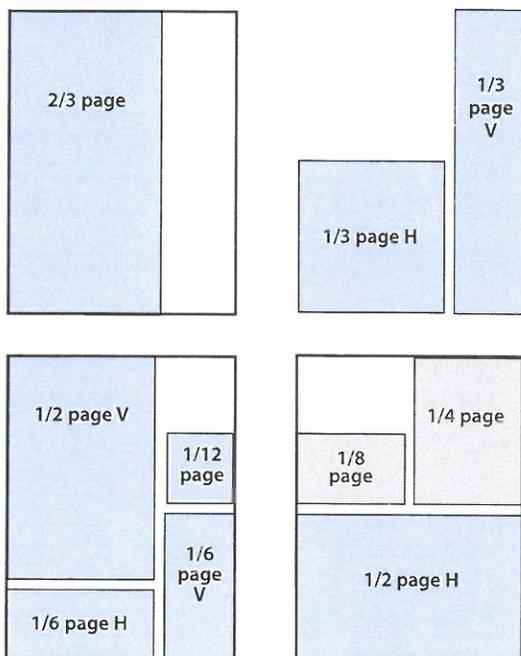
www.brookingsharborchamber.com
1-800-535-9469
or 541-469-3181

America's Wild Rivers
Wild Rivers
Coast

f



2016 Ad Sizes and Rates



AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8.125 W x 10.875 D
2 Page Spread (non-bleed)	16.25 W x 10.875 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/12 page	2.25 W x 2.25 D

TRAVEL PLANNER

1/4	3.47 W x 4 5/8 D
1/8	3.47 W x 2.25 D

V=vertical ad; H=horizontal ad • W=width; D=depth

* copy should be 1/4 inch from trim.

Live copy in .25" from trim on top and bottom; .375" from left and right.

Ad Rates Four color - run of press

SIZE	1X	3X	6X
Full page	\$2,827	2,581	2,335
Two page	5,371	4,904	4,437
2/3 page	2,088	1,903	1,719
1/2 page	1,719	1,534	1,349
1/3 page	1,349	1,226	1,103
1/6 page	678	616	554
1/12 page	413	370	293
Inside Cover	3,393	3,018	2,710
Back Cover	3,534	3,265	2,957
Card Insert	1,970	(Advertiser supplies card)	
Card Insert	2,895	(Shared card, we print)	

An advertiser can combine insertions in Oregon Coast and the Mile-by-Mile guide to earn 3-, and 6- time rates.

Travel planner

SIZE	1X	3X	6X
1/4 page	\$795	733	610
1/8 page	462	400	363

Banner ads

As an extra service to our advertisers, we offer banner ads on our web site. These ads click through to the advertiser's site. Also online, we provide a directory where viewers can ask for more information about the advertiser's business. Those names are sent to the contact person for the advertiser by e-mail or if requested, in label format.

Payment policies

- Standard discount to all recognized agencies (15/2).
- MasterCard, Visa and American Express accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% pre-pay discount (not applicable with credit card payments.).

Ad Deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Nov 10	July/Aug	May 10
Mar/April	Jan 10	Sept/Oct	July 10
May/June	Mar 10	Nov/Dec	Sept 10

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: May 19, 2016

Signature (submitted by)

Originating Dept: City Manager

City Manager Approval

Subject: Dining Video Request for Proposals (RFP) Review

Recommended Motion: Motion to recommend contracting with ____ for dining video.

Financial Impact: \$2,500.00

Background/Discussion: A Dining Video RFP was sent to previous submitters of videos for the City website with submittals due April 22, 2016. Two proposals were received, one from Xplore Film LLC (Tony and Terri-Lynn Kalhagen) and one from Eunice Chiweshe Goldstein, who responded to the City's advertisement. Both proposals are attached for committees review. The committee is requested to review the proposals and make a recommendation to the City Council.

Attachments:

- a. Xplore Dining RFP
- b. Eunice Chiweshe Goldstein Dining RFP



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 services 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, April 22, 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.

Scope of Work / Deliverables

1. Develop a 15-20 minute video featuring dining and evening activities with a theme of "here is why you would come and spend an evening in Brookings".
2. Format video 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 and an evaluation of the concept.

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. A narrative concept of the proposed video

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 contract 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

Proposal for the City of Brookings - Dining Promotional Video

Production company: Xplore Film L.L.C.

Tony Kalhagen - Writer, Camera, Editor
Terri-Lynn Kalhagen - Lead Actress

Scope of work and Deliverables:

1. Produce a 15-20 minute video featuring dining and evening activities with a theme of "Why you would come and spend an evening in Brookings"
2. Format video for City web site integration and stand alone marketing on YouTube, Vimeo, Trip Films, Twitter, Facebook, newsletters and social networking.

Narrative Concept of Proposed Video:

Concept: Produce a film with a story line that will show a variety of options by creating dialogue between two key actors which will engage the viewer.

Please note: The request asked for both "Dining Video" and "Why would you spend an evening in Brookings" so we included the idea of nightlife which can be omitted.

Scene: Two girls exploring the area around Brookings and ready for a night out

The girls arrive in the coastal town of Brookings Oregon. Using aerial cinematography the scene starts by following the girls vehicle along Hwy 101 taking in the views of the beaches, cliffs and sea stacks.

They start their night early at a local pub for happy hour. The girls notice there are local breweries in town and decide to try the craft beer made right here in Brookings. The film shows the **number of brewery options** available in town and they decide on one. While at the brewery they engage with the tasting room manager and learn they are actually talking to the brew master! The film shows the **Dining Option of casual pub fare** while the girls enjoy a variety of happy hour snacks. They learn there is also a distillery in town and make plans to check it out where they discover another great menu. Between locations aerial photography is again used to show the beauty of the area.

By this time they are starting to get hungry for something more substantial so they start talking about the options for dinner. The girls discuss the abundance of choices they have and the film shows a number of **different dining options** in Brookings. They decide on a restaurant and order a variety of dishes. The film shows the **Option of Fine Dining**. After dinner the chef comes out and the girls are so complimentary that the chef invites them back to the kitchen to see how a

dish is prepared. At this point the camera becomes one of the girls and the chef speaks into the camera while showing the preparation of a signature dish that reflects the seaside town of Brookings.

The girls decide to see what type of night life exists and discuss all their options. They talk about seeing a movie and the film shows the inside of the theater. They walk through town and come upon a small live music venue and stop in to enjoy the show. After the show they feel like dancing and find out there is a DJ at a local club. After dancing the girls are hungry so they decide to see what type of **Late night Dining Options** there are. They decide on dessert and choose one of the many **Dessert Dining Options** in town.

Examples of Work:

Please see the enclosed thumb drive which contains samples of work.

Sample one: Skamania Lodge- This sample shows the quality of our work, the use of aerial cinematography, the guest chef segment that will be used and the qualifications of our host.

Vimeo Link: <https://vimeo.com/157863127>

Sample two: Black Butte Ranch - This sample again shows the quality of our work, the use of aerial cinematography, guest chef segment and host.

Vimeo Link: <https://vimeo.com/157863317>

Sample three: Brookings Oregon - This is the thirty minute show we produced a few years ago. At 22:42 is the segment inside vista pub which shows engaging with local people.

Youtube Link: <https://www.youtube.com/watch?v=RljxMlyx4cU>

Not on Thumb Drive

Sample four: This is a link to our You Tube Playlist of dining videos. There are 19 dining videos in this play list.

<https://www.youtube.com/playlist?list=PLs5c0mOqW9VFWV7wCcp5VpqeRU72TBAL3>

Cost Proposal: \$2,500

Additional Distribution:

Xplore Film will deliver the finished Dining Promotional Video to it's Television stations for broadcast. All shows are archived and re-broadcast.

Portland Metro - 1,200,000 homes Cable Channels 11,22 & 23

Lane County - 65,000 homes Cable Channel 29

Rogue Valley - 65,000 homes Cable Channels 9/180 & 15/182

References:

Kendal Daiger
Director of marketing for Black Butte Ranch
Kdaiger@blackbutteranch.com
866-901-2961
Black Butte Ranch Oregon 97759

Todd Gillespie
Director of marketing for Skamania Lodge
Tgillespie@destinationhotels.com
844-432-4748
1131 SW Skamania Lodge Way, Stevenson Washington 98648

Bill Mcnair
Owner of Rogue Jet Boats
Bill@roguejets.com
800-451-3645
29985 Harbor Way Gold Beach Oregon 97444

Micheal Garnier
Owner of Out n' About Treesort
Michael@treehouses.com
541-592-2208
300 page creek road, Cave Junction Oregon

TONY KALHAGEN

1509 N.E. 10th Ave. #102 Portland, Or. 97232 • Phone: 541-247-0625 • tony@makaiohana.com

Project Development and Content Provider

- Nationally award-winning television producer with 11 years of experience producing tourism related programming for the state of Oregon and area businesses
 - Respected leader of creative teams, multimedia divisions and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
 - Expert in the technical, conceptual and content development of sales-driving collateral.
-

Skills

- Marketing Strategies & Campaigns
 - Corporate Communications
 - Creative Team Leadership
 - Music Producer and Licensing
 - Web & Print Content Development
 - Focus Group & Market Research
 - Director of Photography
 - Video editing
 - Public & Media Relations
 - Graphic Design
-

Recent Awards

<p>Rotarian of the Year (<i>Rotary club of Gold Beach</i>) Best New Program produced by a non-metro station (<i>Oregon Ass. Of Broadcasters</i>) Best New Tourism related Infomercial 'Coastal Treasures' (<i>Telly Awards</i>)</p>
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Professional Experience

MAKAI OHANA PRODUCTIONS - GOLD BEACH, OREGON

Project Development and Content Provider, 07/2001 to Present

Produce content for television, radio, web and print ads and manage a 5-member team. Direct brand management, PR, media relations, corporate positioning, advertising, sales collateral and tradeshow marketing.

Selected Accomplishments:

- Effectively work with 100+ Oregon businesses.
- Produced award winning programs for television broadcast
- Manage and administrate six different web sites promoting tourism to various regions and countries
- Wrote and produced over ten hours of soundtracks for television and film
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations.
- Leveraged strengths in cost-effective marketing management and vendor negotiations.

THE WORLD LOVE FOUNDATION – GOLD BEACH, OREGON

International non-profit building clean water wells in West Africa

Project Development , 7/2007 to Present

Locate and assess needs in rural areas of West Africa, locate and negotiate construction costs, secure available funding, schedule events and market fundraising activities.

Selected Accomplishments:

- Successfully build five clean water projects in five rural communities in the country of Ghana
- Establish nonprofit in the United States and the country of Ghana
- Produced a documentary which has been greatly responsible in raising funds and awareness

MINDSCAPE RECORDING – Sacramento, California

Music production studio, live entertainment provider

Engineer and performance artist, 09/1996-07/2001

Produced over a dozen full length albums and music producer for solo artists. Booking agent for all shows in two states, responsible for marketing of events, client data base management and media relations.

Technology

Software: Adobe Premier Pro CS5, Adobe Encore, Adobe Audition, Adobe Photoshop, Digi Design Pro Tools, Office (Word, Access, Excel, PowerPoint)

Web/Multimedia: Hosting provider, Word press, Web Server Administration, Content Management Systems

Education

MILILANI HIGH SCHOOL, HAWAII

Graduate 6/1987

- Graduated with high honors

Portfolio on Request

Terri-Lynn Kalhagen

1509 N.E. 10th Ave. #102 Portland, Or. 97232 • (541) 247-0625 • terrilynn@makaiohana.com

Unit Production Manager

Over 10 years' experience driving *strategic growth and visibility* for leading nonprofit, corporate, media and tourism related businesses. Highly competitive, passionate, persuasive and articulate, able to achieve results others believed to be impossible. *Experienced in marketing, public relations, partnership building and work flow management.*

Demonstrated success record in:

- **Branding, managing and positioning** television programs with multiple sponsors.
- **Distilling value, overcoming objections** and securing hard to close deals.
- **Experienced with both ad agency and direct sales** strategies and tactics for television, radio and print.
- **Designing creative product marketing campaigns** targeted at traditional and on-line demographics.
- **Motivating staff** and volunteers to peak performance levels.
- **Proven record of initiative and success in ad campaign management**, organization, writing, and project management within environments from small projects to large-scale television networks and film production companies.

CORE COMPETENCIES

- | | | |
|-----------------------------------|----------------------------------|-----------------------------|
| • Ad Campaign Management | • Multi-media Marketing | • Account Development |
| • Market Research | • Competitive/Strategic Planning | • Budgeting/ Forecasting |
| • Prospecting/ Client Cultivation | • Organizational production | • Cluster Sales / Packaging |
-

HIGHLIGHTED CAREER ACHIEVEMENTS

- **Revenue Generation** – Recruited sponsorship for tourism marketing on KBSC TV providing income for staff and daily operations of broadcast network.
- **Account Development** – Activated over 100 accounts in the state of Oregon in the tourism industry and developed ad campaigns for television, radio and print.
- **Management** - As the Unit Production Manager for The World Love Foundation scheduled and marketed fundraising events that to date have built five clean water projects in five communities in West Africa.
- **Ruby Award** – Received from the Gold Beach area Soroptimist for her work “Women helping Women”
- **Budgeting** – Oversee the operations of special events, film productions and media campaigns keeping all expenses within or below expected budgets

EUNICE CHIWESHE GOLDSTEIN

eunice_chiweshegoldstein@yahoo.com
echiweshegold@ucla.edu

CONCEPT

The video will include shots from:

- a. Art Alley Grill serving the Lamb dish
- b. Super Fly and the Vodka
- c. Oxen Free Public House
- d. Steak House

Plus several other restaurants captured in intimate and romantic settings.

Stay over night at Spin Drift, Ocean Front Motel and evening Activities enticing people to stay longer.

BROOKINGS DINING PROMOTIONAL VIDEO

1. My examples of the desired professional marketing and/or promotional services include a UCLA Athletics video and Old Newport Realty among others.

- a. University of California, Los Angeles Athletics Video

The campaign message was developed through genuine and passionate interview segments. I gathered interviews from several athletes and the head football coach in order to capture the true Bruin spirit from the heart. The video included powerful images of children who were intrigued by the athletic program. In post production, music was added to compliment the video.

<http://www.eunicechiweshgoldstein.com/>

- b. Old Newport Realty

The campaign message was developed through obtaining all the beautiful aspects of a lovely Victorian house. Shots were meticulously coordinated through out the house capturing in order to capture it's true essence artistically.

<http://www.filmstateproductions.com/>

COST PROPOSAL

\$2500 Budget will include 15 to 20 minute video, editing revisions in Post Production, a 3 minute trailer, music and voice over.

SUMMARY

Fast, efficient, precise. Passion for film, strong work ethic, quick to adapt, diplomatic, organized and dedicated.

QUALIFICATIONS

- Assisted Barbara Davis, Elizabeth Allen (*Ramona & Beezus*) and several A-list directors & producers.
- Ability to work well under pressure & meet deadlines
- Fluent in three languages
- Assist in development and production of projects. Interface with writers, directors, agents, and executives. Organize call sheets & production reports. Schedule, Coordinate and document control.

EDUCATION

UCLA School of Film & Television – Producing, Screenwriting & Directing

UCLA Lab Technician - Technical office, maintained 16mm, 35mm film cameras and Panasonic HVX & DVX, Calibrate lenses and Repairs

Director

NHAMO (2011) Super 16mm film (Short). Project in negotiations with producers of <i>Hotel Rwanda</i> , <i>Tsotsi</i> and other's who worked on <i>Blood Diamond</i> .	Writer/ Producer
The Bench (2010) 16mm Comedy Short (7 min), in post-production.	Writer/Producer
Unbroken Chains (2008) 16mm Drama Short (4 min)	Writer/Producer
A Night Of Madness (2007) DV Drama Short (5 min)	Writer/Producer
Epiphany (2007) DV Drama Short (5 min)	Producer/Writer
Everywhere And Here (2007) DV Comedy Short	
10 in 6 (2006) DV Drama Short	Writer/Producer

Cinematographer / 1st & 2nd Assistant Camera / Still Photographer

Turning Point: Africa (2008) 16mm Drama Documentary	Cinematographer
Unbroken Chains (2008) 16mm Drama Short	Cinematographer
Pandemic (2007) DV Horror Short	1st Assistant Camera
"Every Day" (2007) Music Video for artist: Pilot. DV	1st Assistant Camera
27 (2008) 16mm Drama Short	2nd Assistant Camera

COMPUTER/LANGUAGE SKILLS

Professionally Proficient in: Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), Adobe Suite: Photoshop, After Effects, Acrobat, Bridge, Flash, Illustrator, InDesign, Premier, all editing software, ADP, HR System, Lotus, FourSquare, Gowalla, SEM, Google+, CMS, CRM

Language Skills: English, Shona and Swahili. Currently studying Hebrew

ACTIVITIES/HONORS

Mortar Board Honor Society
Woman of Distinction Award
Phi Theta Kappa Honor Society Award for GPA above 3.7
Associated Student Government Award for Outstanding Senator
Mathematical Engineering Science Achievement Award
Alpha Gamma Sigma Honor Society Award for GPA above 3.7
Best Short Film Awards
Four Sisters Scholarship in Screenwriting and Directing from Felicia Henderson (Executive Producer- *Gossip Girls*, *Fringe*)
Motion Picture Association of America Award

<i>The Box</i> (2008) HDV Drama Sho	2nd Assistant Camera
<i>Ellipsis</i> (2007) 16mm Drama Short	2nd Assistant Camera/Stills
<i>Grown Folks</i> (2007) 16mm Drama Short	2nd Assistant Camera/Stills
<i>Chasing</i> (2008) 16mm Drama Short	2nd Assistant Camera
<i>Grown Folks</i> (2007) 16mm Drama Short	2nd Assistant Camera/Stills
<i>The Grounds Keeper</i> (2007) 16mm Drama Short	2nd Assistant Camera/Stills
<i>Christmas Thieves</i> (2007) 16mm Drama Short	2nd Assistant Camera/Stills
<i>Holding Pattern</i> (2007) 16mm Drama Short	2nd Assistant Camera/Stills
<i>Homework</i> (2008) 16mm Drama Short	2nd Assistant Camera
<i>"Living"</i> (2008) Music Video for new band <i>Josephine Collective</i> signed to Warner Music. HDV	2nd Assistant
<i>Changes</i> (2007) HDV Drama Short	Camera Operator
<i>Sunrise</i> (2007) HDV Drama Short	Camera Operator
<i>Blind Cop</i> (2007) HDV Comedy Short	Camera Operator

Producer

<i>The Studio</i> (2008) HDV television comedy series broadcast	ResTV Productions	Producer
<i>Game Show</i> (2008) HDV television game show broadcast	ResTV Productions	Producer
<i>Turning Point: Zimbabwe</i> (2008) Documentary in post production shot on location in Zimbabwe.		Producer
<i>14 Kilometers</i> (2008) 16mm Drama Short		Producer

1st & 2nd Assistant Director

<i>Bruised Music</i> (2006) DV drama	1st Assistant Director
<i>My Dear Friend</i> (2007) 16mm drama/comedy	1st Assistant Director
<i>Love Sickness</i> (2007/2008) 16mm drama	1st Assistant Director
<i>The Snark</i> (2008) HDV Short	2nd Assistant Director
<i>Abigail</i> (2007) 16mm drama	2nd Assistant Director
<i>Bruce Meets Tom Cruise</i> (2007) DV comedy	1st Assistant Director
<i>Bruin News</i> (2007) DV comedy	1st Assistant Director

Interviewer

<i>AFI Los Angeles International Film Festival</i> (2006) American Film Institute Festival interviewed film directors	Interviewer
<i>AFI Los Angeles International Film Festival</i> (2005) American Film Institute Festival interviewed film directors	Interviewer

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	\$ (2,500) Curry Coast Community Radio	\$ -	\$ -
April	\$ (3,000) Zwerkle Run - April - LOAN	\$ -	\$ -
	\$ (500) Xplore - OR Lifestyles Ad	\$ -	\$ -
	\$ (2,244) Oregon Coast Magazine	\$ -	\$ -
	\$ (943) American Road Magazine Advertising	\$ -	\$ -
May	\$ -	\$ -	\$ -
June			
*Pending			
Allocated Funds	\$ (3,636) see breakdown below		
REMAINING FUNDS	\$1,044	\$ 978	\$ 500

2015-16 Budget

*Pending	\$ (1,122.00)	Port to pay 50% OR Coast Mag Ad \$2244
Allocated	\$ 2,500	Dining Promotion Video approved 1/2016 - contract pending
Funds not yet funded:	\$ 2,258	BHHS CTE Program Drone approved 1/2016 - contract pending
	\$ 3,636.00	

2016-17 Budget \$ 2,363.00 Natures Coastal Holiday Arches - 7/1/16 Budget

YouTube Videos	Posted	Previous Total	VIEWS										Total Views	
			11/12/15	12/10/15	1/13/16	2/12/16	3/9/16	4/14/16	5/12/16					
Apple Box Videos	4/21/14	Total												
Great Place to Live		2441	64	98	101	124	174	166	154					3,322
Great Place to Visit		664	24	32	30	20	82	40	39					931
Great Place to Go Camping		583	56	23	24	28	35	21	39					809
Great Place for a Romantic Getaway		580	26	23	23	41	69	34	39					835
Great Place to Bring Your Family		493	10	15	15	17	17	21	29					617
KOBI Videos														
	11/8/14													
Family Weekend		445	20	17	21	17	4	0	15					539
Romantic Weekend		439	6	15	14	13	19	69	22					597
Oregon Lifestyles														
	11/21/14													
Brookings Episode		190	6	8	22	13	25	24	32					320
Boardman State Park	4/25/16								97					97
View Totals All Videos		5835	212	231	250	273	425	375						7,601

Brookings Lifestyle views (not on City channel)

	12060	971	575	661	514	1011	595	497						16,884
Great Place for Romantic Getaway														
	25035	6918	158	253	509	122	597	94						33,686
Views on facebook														
	1269	180	0	7	15	4	17	2						1,494
	252	45	0	2	1	2	6	0						308

Samuel H. Boardman Video														
Views on facebook														
		Views							19,604					19,604
		Shares							610					610
		Likes							265					265