

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE SPECIAL DISCUSSION MEETING

Friday, August 26th, 2016 - 4:00pm

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

1. Roll Call

2. Action Item

- a. TPAC Mission and Goals

3. 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.

MISSION AND GOALS – DISCUSSION TOPICS

1. Develop Mission Statement
2. Develop Goals Statement. Goals should be measurable.
 - a. 10 per cent overall increase in motel room occupancy (TOT revenues, Travel Oregon data)
 - b. 15 per cent increase in off-season motel occupancy (TOT/TO)
 - c. XX per cent increase in retail sales (no measureable data)
 - d. XX increase in visitor service jobs (Oregon Employment Department data)
3. Why do people come here? What is the target market? Multiple/seasonal target markets?
 - a. Rogue Valley?
 - b. Northern California?
 - c. Families?
 - d. Seniors?
 - e. Couples?
 - f. RVers?
 - g. Bicyclists?
 - h. Foodies?
 - i. Fishermen?
 - j. Water sports (canoeing, kayaking)?
 - k. Prospective residents/businesses?
 - l. Median Income/High Income?
 - m. Golfers?
 - n. Beachcombing?
 - o. Sports (i.e. tournaments)?
 - p. Spectators (those who observe events, i.e. arts shoppers, kite festival)?
 - q. Participants (those who are part of the event, i.e. sports teams, fishermen, surfers)
4. Do we need new/more “attractions”? i.e. events, carousel, all-weather sports fields, bike-friendly amenities to attract people from target market?
5. What devices do people in the target market use to make travel decisions? TV, internet, print. How do we best access those devices?
6. Important to align City program with Oregon Coast Visitors Association and Travel Oregon. These agencies have large budgets and are doing regional, national and international tourism promotion. They can help promote venues and events to a broader market.

Chapter 2.57
TOURISM PROMOTION ADVISORY COMMITTEE

Sections:

- 2.57.010 Name.**
- 2.57.020 Mission and goals.**
- 2.57.030 Powers and duties.**
- 2.57.040 Organization.**

2.57.010 Name.

The Brookings city council hereby creates the tourism promotion advisory committee. [Ord. 14-O-732 § 2.]

2.57.020 Mission and goals.

A. The primary role of the tourism promotion advisory committee is to advise the city council on the use of transient occupancy tax (TOT) revenues allotted for tourism promotion pursuant to Chapter 3.10 BMC.

B. Nothing in this chapter shall be interpreted as authorizing the city to conduct a tourism promotion campaign.

C. It is the goal of the city council to expend tourism promotion funds in a coordinated and efficient manner with funding to be provided for a few selected projects and events each year. [Ord. 14-O-732 § 2.]

2.57.030 Powers and duties.

A. Duties and Responsibilities.

1. The tourism promotion advisory committee is an advisory body to the city council. It has no authority to spend or approve the expenditure of city funds. Its recommendations are made to the city council through its minutes.
2. Committee members shall serve at the pleasure of the city council.
3. Committee membership is honorary and without compensation.
4. All committee meetings shall be open to the public and held in a place that is handicapped accessible.
5. Committee minutes, as prepared by staff and approved by the committee, shall be submitted to the city council for acceptance. The minutes shall be approved, with or without

amendments, additions or corrections, by affirmative action of the committee at its next meeting. [Ord. 14-O-732 § 2.]

2.57.040 Organization.

A. Membership.

1. The committee shall consist of seven voting members to be appointed by the mayor with approval of the city council.
2. Insofar as possible, city residents shall have precedence over other applicants.
 - a. All members of the committee shall be residents of Curry County. At least four of the seven members shall be residents of the city of Brookings. Non-city residents must have an economic interest, such as property ownership, business ownership, or employment, within the city. These members shall not be officials or employees of the city.
 - b. No member of any other city council-appointed board, committee or commission shall simultaneously serve on the tourism promotion advisory committee.
3. Meeting minutes shall be recorded by the city manager, or his/her designee.

B. Terms of Appointment/Removal/Vacancies.

1. Terms shall be initially staggered so that three members serve a term of three years, two members serve a term of two years and two members serve a term of one year. Thereafter, all terms shall be for three years.
2. No member shall be eligible to serve for more than two full terms on the committee.
3. Vacancies created by a mid-term resignation or termination shall be filled by appointment as provided under subsection (A)(1) of this section.
4. Members may be removed by a majority vote of the city council for any reason and at any time during the member's term of appointment. Failure of a member to attend at least 50 percent of regularly scheduled meetings during a 12-month period shall result in automatic termination, unless the absences have been excused by the committee's chair.

C. Election of Officers.

1. At the last meeting of each calendar year, a chair and vice-chair shall be elected from the voting members of the committee to serve a one-year term.
2. Newly elected officers shall take their seats at the first meeting of the next calendar year.
3. No member shall serve more than two consecutive years in any one office.

D. Quorum/Rules/Meetings.

1. A majority of appointed committee members shall constitute a quorum.
2. The committee shall meet at least once each quarter, at a time and place as may be fixed by consensus of the voting members, and at other times as deemed necessary by the city

manager when action is required on referrals from the agency. All meetings shall be open to the public and noticed in accordance with State Public Meeting Law (ORS Chapter 192).

3. Voting by the committee on all matters shall be consistent with the process adopted by the city council under BMC 2.05.160, with the exception that the staff member taking the minutes shall call the names of each member and record the votes.

4. Recommendations made by the committee shall be submitted to the city council in the manner prescribed by city administrative regulation.

E. Staffing.

1. The city manager or his/her designee shall provide staff support to the committee in the same manner as staff provides support to other committees and commissions to include:

- a. Preparation of reports containing recommendations for projects to achieve the goal of promoting tourism.
- b. Review and make recommendations for funding special events.
- c. Transmitting recommendations from the committee to the city council.

2. All projects, programs and contracts funded through allocation of TOT funds shall be administered by the city manager or his/her designee. [Ord. 14-O-732 § 2.]

Mobile Version