TOURISM PROMOTION ADVISORY COMMITTEE
Thursday, April 22, 2020 4:00pm
City Hall Council Chambers, 898 Elk Drive, Brookings, OR

1. Roll Call
2. Approval of Minutes from March 12, 2020
3. Public Comments
4. Action Items
   a. Downtown Light Pole Bracket Funding Request
5. Informational Items
   a. Mac & Cheeze War and Earth Day Events postponed
   b. TPAC Budget
6. Committee Comments on Non-Agenda Items
7. Schedule Next Meeting – Marketing Meeting – May 14, 2020

Adjournment

Due to the COVID-19 virus meeting participants in the council chambers will be limited and social distancing of six (6) feet will be required and maintained. You may actively participate in the meeting thru ZOOM teleconferencing, please contact 541-469-1103 for details.

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.
CALL TO ORDER
Meeting called to order at 4:05 PM

1. ROLL CALL
Present: Committee members Sonya Billington, Matt Honeycutt, Bob Pieper, Dane Tippman, Skip Watwood and Tim Kennedy (arrived 4:30 PM)
Absent: Barbara Ciaramella
Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –
Dane Tippman moved to approve the minutes of February 13, 2020; motion seconded by Bob Pieper. Committee voted and motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS
   a. Mac & Cheeze War Event Proposal - Michael Frederick of Chetco Brewery presented the event funding request. He is promoting the event in the Rogue Valley to encourage runners and families coming over for the Beat the Chetco running event happening the next day to come over and stay the night before. He has recruited local restaurants to enter their best macaroni and cheese recipes and serve mac and cheese entrees. Dane Tippman moved to grant $1160 in TOT funds for the Mac & Cheeze War event; motion seconded by Bob Pieper. Committee discussed to allow the costs for the perpetual trophy and supplies to be included in the funding. Dane Tippman moved to amend his motion to grant $1460 in TOT funds for the Mac & Cheeze War event; motion seconded by Bob Pieper. Committee voted and motion carried unanimously.

   b. In Theater Advertising – Lauri Ziemer presented the information for NCM In Theater advertising. Out of area theater locations, times, and schedules are flexible, all of which determine cost. Committee discussed the number of people theater advertising would reach versus social media advertising and wanted to consider the numbers. Because of the coronavirus at this time questioned if theater advertising would be beneficial. Dane Tippman moved to table the item until April; motion seconded by Bob Pieper. Committee voted and motion carried unanimously.

5. INFORMATIONAL ITEMS
   a. Recent Council Actions
      i. Earth Day 2020 Event Proposal Funds – City Council approved TPAC funding for the Earth Day event.
   b. TPAC Budget – Committee reviewed remaining budget amounts. Lauri advised the KTVL donut advertising has not been running for the months of January and February and unsure when they will pick it up due to KTVL staff changes.

6. Committee Comments on Non–Agenda Items – None

7. SCHEDULE NEXT MEETING – Next meeting scheduled for April 9, 2020.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 4:35 pm.

Respectfully submitted,

__________________________
Skip Watwood, Chair
(approved at April 9, 2020 meeting)
Meeting Date: April 22, 2020
Originating Dept: City Manager

Subject:
Banner brackets for downtown light poles

Recommended Motion:
Motion to recommend to the City Council to allocate up to $1,700 from TOT Funds for banner brackets.

Financial Impact:
$1,700 from TOT funds in the Tourism Fund.

Background/Discussion:
We have had past interest in banner brackets for downtown, most recently from Nature’s Coastal Holiday and the Azalea Festival. This would benefit many events held in the Brookings area - Azalea Festival, 4th of July, Kite festival, Pirate Festival, Nature’s Coastal Holiday, and more.

We are asking at this time, so we can get brackets up and make them available for banners to honor the Senior BHHS student-athletes that were not able to play in their Spring sport during their final high school season. The BHHS Booster Club has agreed to pay for the banners.

Brackets are estimated at $1,350 plus shipping. In addition, we will have them powder coated to last longer in our coastal weather, estimated at $150. Staff recommends purchasing the brackets for future events and to provide a positive partnership with the City, School District, and Booster Club in the immediate future.

Attachment(s):
 a. Banner photo
 b. Estimate from Temple Display
SALES ORDER

Sales Order #: TDLQ34555
Date: 4/16/2020
Sales Rep.: Sandy

Sold To:
Brookings, City of
Amber Nalls
898 Elk Dr
Brookings, OR 97415

Ship To:
Brookings, City of
Amber Nalls
898 Elk Dr
Brookings, OR 97415

Best Way / ASAP

<table>
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<th>P.O.#</th>
<th>Ship Via/Date:</th>
<th>Terms:</th>
<th>NET 30</th>
<th>Shipping:</th>
<th>Prepay &amp; Add</th>
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<td>Description</td>
<td>Unit Price</td>
<td>Ext. Price</td>
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Authorized Signature: __________________________ Amber Nalls

All Holiday Decorations are Copyrighted and cannot be duplicated.

Claims must be made within 5 days of receipt of goods. This order subject to acceptance from home office. Sales tax where applicable. Interest charges applicable on overdue accounts. Cancellations subject to sellers consent. FCB Factory.

Returns will not be accepted after 30 days from receipt of merchandise. Credit on account minus a restocking charge will be made upon inspection of returned goods.
Budget 60% on events and 40% on media advertising.

**TPAC Goals:** Increase overnight stays with emphasis on October thru April.

BUDGET 60% on EVENTS and 40% on MEDIA ADVERTISING.

### TPAC EXPENSES FY 2019-20

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<tr>
<th>Month</th>
<th>Funds Allocated</th>
<th>Funds Approved</th>
<th>REMAINING</th>
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**Total Budgeted:** $33,970

**Total Allocated:** $32,106.82

**Remaining:** $1,863.18

**Percentage Budgeted:** 96.45%

**Percentage Allocated:** 93.33%

**Percentage of Media Advertising:** 60%

**Percentage of Media Advertising:** 40%

**Percentage of Events:** 60%

**Percentage of Events:** 40%