



CURRY COUNTY BOARD OF COMMISSIONERS

TOURISM AND PROMOTIONS COMMITTEE

Monday January 24, 2022– 4:00 P.M.

Zoom

www.co.curry.or.us

Minutes January 24, 2022

A. CALL TO ORDER

4 members present at 4:02 Chair Leslie, Klaus, Sam, Laurie; 4:06 Terri joins meeting.

Sam Waller is introduced to the committee, talks about his background with Jots, and is happy to join the committee.

B. ADDITIONS TO AGENDA

C. APPROVAL OF MINUTES

Terri makes motion to approve, Klaus seconded; 5-0 approved

D. DISCUSSION ITEMS

1. Old business:

❖ Update on BOC Meeting January 19th, 2022

Chair Leslie goes over the meeting with the commissioners, a yearly update on the TLT program. Meeting is up for viewing on YouTube. ([Meeting Starts at 19:10](#)) Curry County Civic TV – Workshop January 19, 2022

<https://www.youtube.com/channel/UCWs5LGw47-ceVCiRgTrZPIQ>

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Commissioners are pleased with the departmental update from Economic Development.

❖ *Update on Lookout (Strategic Planning)*

Secretary Plagge talks about how the core team is working behind the scenes to get all the invitations out to stakeholders, working on an Agenda for the first workshop. She talks about the importance in participating if the committee can make the commitment. Discussion ensued about the date and time.

❖ *Update on Winter Promo's (Madden & Sparkloft)*

Secretary Plagge talks about where both agencies are at in the winter to spring promos. She states she has seen the preliminary creative carousel that will be used on Facebook and Google for Madden and that the creatives haven't been shown for Sparkloft but that there was an upcoming meeting for the social media audit. She explained the audit would give the program the opportunity to tighten up messaging and branding.

❖ *Update on Financial Report*

Secretary Plagge talks about the new debits on the account for Tourism Promotions. She thanks the committee's recommendation to date the debits sheet. She feels this will be

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extremely helpful with keeping up with yearly costs, and will be able to help in data collection in the future.

2. New business:

❖ *Presentation and Discussion for “Love 4th of July” Financial support*

Chair Leslie gives a little background on the history of fireworks in the city and port of Brookings-Harbor. Chair explains how there hasn't been fireworks by the city, and how the last organizer wasn't able to continue because of health issues. Chair then goes on to explain that the presenter began to seek help and funding to bring those back. The presenter Henry Johnson introduces himself and then goes on to explain how he wanted to see this tradition to continue in Brookings-Harbor and how big of an impact it has on all businesses during the weekend. He lends to the success of Gold Beach's fireworks every year and would like to see that happen in Brookings as well. Discussion ensues following the presentation, Secretary Plagge says she loves the idea of granting money to Brookings, but suggests that a goal as a committee is to be fair and equitable to our region. Chair Leslie suggests that the committee than make the same grant to each of the regions 4th of July celebrations. The committee agrees in

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discussion that it would have to be fair in this sort of granting situation. Secretary Plagge asks for clarification, that it would be \$10,000 for North, South, Central County. She goes on to explain that the committee would want to get on the next agenda for the commissioners meeting to get approval for such funding disbursement for transparency and support.

Chair asks for a motion, Klaus makes motion to fund north, south, and central for this year's 4th of July celebrations in the amount of \$10,000 both Terri and Laurie seconded the motion.

Vote 4-0 and 1 abstain

❖ *Discussion of Package Promotions for 2022*

Chair Leslie explains that in lieu of a granting situation this year, that the committee take up a promo package for events and groups looking for promotional money. Discussion ensues about what would be required. No requirements would be needed, just groups doing presentations for the committee and leaving it to the discretion of the committee. There is agreement that would work.

E. FUTURE MEETINGS:

February 28, 2022 4pm at Annex (unless otherwise needed)

F. ADJOURN 5:15pm

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