



CURRY COUNTY BOARD OF COMMISSIONERS

TOURISM AND PROMOTIONS COMMITTEE

Monday May 17, 2021– 12:00 P.M.

94235 Moore Street, Gold Beach, Oregon

www.co.curry.or.us

Minutes

May 17, 2021

A. CALL TO ORDER 12:11pm

Present: Leslie Wilkinson, Klaus Gielisch, Terri Domanik, Dave McCutcheon,
Secretary Miranda Plagge

Absent: Laurie Van Zant, Nic McNair

B. ADDITIONS TO AGENDA

No additions

C. DISCUSSION ITEMS

1. Introductions

Committee members that were present went around the room and introduce themselves.

2. Elect Chair to Lead Meetings

Leslie Wilkinson volunteered to lead meetings, however, there was not a nomination on the floor and no formal vote was taken, although there was no opposition to Wilkinson leading the meetings. A formal vote will be required at the next meeting.

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3. Booth at Festivals this summer

Secretary Plagge began by talking about the Tourism promotion opportunities with festivals during the summer and the remainder of the year, which includes Azalea Festival, Pirates Festival, Art at the Park, and possibly Mushroom Festival, and any other events that may happen in the interim. Plagge then explained the costs associated to assets acquired for a branded booth and the promotional giveaways; \$ 1,314.50 for 10x10 tent and hardware, rolling bag, roll up Banner, and 6” stretched table cover. Wilkinson suggested buying the weights to put on the tent to keep from flying away, Plagge stated she had planned on sandbags but will take into consideration purchasing weights later. Plagge then talked about the giveaways starting with the (300) branded metal straws that said travelcurrycoast.com. She explained that the straws promote sustainability and that it is a message Travel Oregon supports. Plagge then talked about the (250) branded neon sunglasses purchased and that they were meant as a summer promotion for high visibility of travelcurrycoast.com on the side arm. The cost for branded materials is \$1,222.52. She further explained that she had some ideas for engagement to the booth for future events, but that for the Azalea festival because it was such a short turn around, we would use free candy to engage guests. The cost for bulk short “Air-heads” was 124.98. Plagge, then went on to explain that she had produced a trifold for the summer as a funnel promotion to get folks to travelcurrycoast.com to promote all things Tourism in the County. Plagge showed a mockup and said she would produce the prints at the next meeting. Cost for the trifold’s first printing is \$563.00.

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4. TLT Collection report for 3 quarters-- the allocations, and balances.

Secretary Plagge starts off that the now third quarter collection is ahead of the overall projections of both 20% and 40% for the entire year and that we are looking at a very healthy budget despite all the Covid restrictions. The allocations are as follows for total money collected so far, \$309,723 for Events Center, \$300,621.35 for the Promotions Committee, \$109,186.56 for Admin, and \$273,177.18 for Sheriff. Plagge states that we did well because we fell into two categories that were identified early on, rural destinations and beach destinations.

5. Reports to be polished by the help of Lookout and Holly MacAfee including more details for marketing plan.

Plagge started off by catching up the new members on what reports were we were referencing, an Assets Report, Marketing Plan, and a Strategic Plan. Plagge stated that when Covid hit, members of the committee had to attend to their businesses and could not participate in the meetings as they were dealing with staffing issues and such. Plagge encouraged members with businesses to make sure their business was the priority. However, concerned the reports would not be finished in time Plagge reached out to Julie Miller Executive Director at Travel Southern Oregon Coast and Oregon South Coast Regional Tourism Network and asked if she had any thoughts on how to proceed. Julie suggested to get them done with the help of a professional since we did not know when we would get a quorum again.

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Julie suggested Holly MacAfee was the suggestion because she had done this work before and as recent with the City of Newberg here in Oregon. Plagge explained that she had looked at the reports and said we were off to a great start. Wilkinson asked if there was any way to use some of the asset money for contract with Lookout, as it will certainly have an impact on the committee's ability to use money for Promotions and Grants. Plagge stated she would investigate it further, but that it likely isn't the case and the money would have to come from the Promotion Committee as that is where the reports are supposed to be produced.

6. Media buys for the summer (Crunch Time) decisions on where and when.

Plagge stated that she did not get the materials prepared in time for the meeting and that she would email the materials or put it on the next agenda. Wilkinson asked if it the materials had the sizes and cost for such decisions, Plagge agreed that they did. Plagge said we likely would not be able to enter a publication until the fall or next year. A discussion ensued about emailing and voting by email, Terri Domanik stated that voting by email would need full participation to be legal but also said that is what she was told and would need to investigate it further.

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7. Grants (Creating a timeline); will be the focus for the summer.

Wilkinson started off with a question regarding this year's budget and any possible Grant inquiries. Plagge stated that she would prefer we let that money roll over and not try to rush any sort of grant program. Wilkinson agreed and that her suggestion we eye January as the timeline to hammer all the details out and give these organizations enough time to get their applications and presentations ready. Plagge went on to say that should give enough time because the earliest event she could think of in the calendar year was the International Boat Races. Wilkinson suggested this be the first thing on the next agenda, Plagge agreed. Plagge than stated she would email the entirety of the Grant application and rubric for everyone to go over.

8. FUTURE MEETINGS

June 21, 2021 at 4pm

9. ADJOURN 1:19pm

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