AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, October 15, 2015, Conference Room A, City Hall,169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541) 574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE
Thursday, October 15, 2015, 2:00 P.M.
A G E N D A

I. Call to Order

II. Additions/Deletions to the Agenda

III. Consent Calendar

   a. Minutes – August 20, 2015 meeting minutes review and approve

   b. Review of Accts., August and September 2015.

IV. Media Consideration

   a. Hospitality Vision – Marti Barlow

   b. Oregon Coast Today – Patrick Alexander

   c. Visitors Choice – Ted Bainbridge

   d. 2016 Oregon's Central Coast Visitors Guide – Gale Hart

   e. KGAL – Charlie Eads

   f. Travel Oregon – Besty Hand

   g. Outdoor – Leigh Deinert – Newberg renewal

   h. Oregon Coast TODAY – Greg Robertson

V. Other

   a. Discuss Usage of Video and Still Photos from Uncage the Soul by Businesses in Newport

   b. Application for Agate Beach Surf Classic

VI. Discussion and Action

VII. Analytics

VIII. Chamber Report

IX. Public Comment

X. Adjournment

Destination Newport Committee
August 20, 2015
2:02 P.M.
Newport, Oregon

CALL TO ORDER

The August 20, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:02 P.M. In attendance were John Clark, Judy Kuhl, Ric Rabourn, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand, News-Times, Ian Frost, Oregon State Beavers, Randy Ross, KEZI, Marti Barlowl, Hospitality Vision, Losh Logan, Comcast, Ted Bainbridge & Neal Henning, Visitors Choice.

INTRODUCTIONS

Everyone went around the table and introduced themselves

ADDITIONS/DELECTIONS TO AGENDA

None

CONSENT CALENDAR

The consent calendar consisted of the following items:
A. Minutes of the July 16, 2015, meeting;
B. Review of Accounts for July 2015; and the end of the 2014-15 fiscal year.

MOTION was made by Clark, seconded by Kuhl, to approve the consent calendar, as amended. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS
Hospitality Vision – Barlow reviewed her proposal that had a few additions this year. She highlighted the new features and the well liked features. They have the ability to track people using the app.

Oregon State Beavers – Frost reviewed his proposal which included the demographics of their fans and the loyalty their fans show to businesses that support the Beavers.

KEZI – Joss presented their proposal for the 2015-16 which included the new programing. They are introducing a digital platform which can target the demographics that the committee wishes to target. They can track and send reports.

Comcast – Logan presented the special programing that Comcast can provide. $10,000 for 2.6 million impressions 100,000 targeted with 70% of market reached or $20,000 per month for 5.8 million impressions 81% of market reached.

Visitors Choice: Bainbridge and Henning presented their proposal. They have a new look. They are using people on the cover, moving calendar of events to the middle of the book, maps will have less text and bigger photo. $4,000 soft cover for Bend and Coast and $4,000 hard cover for Bend and Coast. Must have three year commitment and you get intro to fun section.

DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

Rabourn suggested that the committee use more money on digital advertising. The committee discussed the focus of digital advertising. This is the direction the committee has been heading that is why the commercials were made. The committee will continue to discuss more of a digital focus and the News-Times would be able to administer a digital focus if the committee choose that.

Davis reviewed the information she received from Mike Murzynsky, City of Newport Finance Director. The 46% of Room Tax is split between DNC, Chamber of Commerce, OCCA, VAC, and a little Admin. The reason that DNC has not been increased is due to the volatile nature of the Room Tax rate. It was suggested that if the committee wanted more money for a project in the spring that the committee go to the City Council and request additional funds for that project. The Council would know if they had the extra money in Room Tax to provide the funding. By using this approach the city does not run the risk of becoming over extended in the Room Tax Fund.

Davis reviewed what the Chamber does for the city and the committee. Currently, revamping the DNC and Chamber websites making them mobile friendly. They manage the press room, photos, calendar of events, they post everyday on Facebook and Instagram.

Davis will send the link to DNC for the Google Analytics.

Analytics and Chamber Report will be added to the agenda for DNC.

Committee passed on OPB proposal.

Committee would like to hold until September on KGAL, Hospitality Vision, Oregon's Coast Visitors Guide, and Visitors Choice.

MOTION was made by Rabourn, seconded by Kuhl, for Oregon State Beavers campaign with Facebook engagement and Reser Stadium Ribbon Board and one PA announcement for $17,000. The motion carried unanimously in a voice vote.

MOTION was made by Kuhl, seconded by Rabourn, to continue advertising on KEZI for both TV and Digital for April and May for $20,000 total. The motion carried unanimously in a voice vote.

MOTION was made by Rabourn, seconded by Kuhl, to advertise on Comcast for 5.8 million impression for $20,000 in September and 2.6 million impressions for $10,000 for October for a total cost of $30,000. The motion carried unanimously in a voice vote.

Committee choose to pass on All Classical.

Next meeting will be September 17, 2015.

ADJOURNMENT
Having no further business, the meeting adjourned at approximately 4:39 P.M.

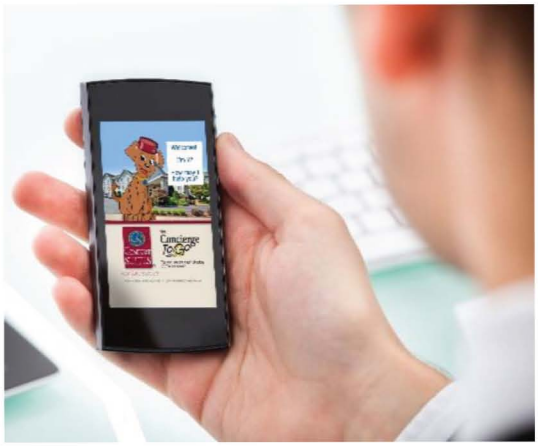
Concierge ToGo℠ HospitalityVision™ always accommodating

Submitted by Marti Staprans Barlow, marti@hospitalityvision.net (541) 760-5996.
Twitter @goaskmarti www.hospitalityvision.net

HOSPITALITYVISION/CONCIERGE TOGO®

HOTEL MOBILE APP/TV & PRINT PARTNERSHIP

Statewide travel spending, $10.3 billion, increased by 4.3 percent in current dollars and 3.5 percent in real dollars (adjusted for inflation). This is the fifth consecutive year of spending growth. An estimated 26.8 million overnight visitors traveled to Oregon destinations in 2014 (preliminary). This represents a 2.1 percent increase over 2013. **Hotel Room demand, as measured by STR, Inc., increased by 4.0 percent for the year. Local lodging tax receipts increased by 15.2 percent from the 2013 to 2014 fiscal year**



Advertising with HospitalityVision/Concierge ToGo® targets Albany, Eugene and Corvallis university markets where families, visiting students, and business travelers are looking for a "day trip" which can be easily converted into an overnight stay. This is a ready-to-buy market simply deciding where to go.

The fastest growing group of travelers are the millennials. They find info and book travel on their smart phones and we target them directly – smart phone use has surpassed PC use.

DESTINATION NEWPORT "GOES MOBILE" WITH THE NATION'S ONLY TRADEMARKED VIRTUAL CONCIERGE HOTEL SMART PHONE APP

Available on the App Store

ANDROID APP ON Google play

For just $225.00 a month (usually $99 monthly per market), Destination Newport will receive:

1) CONCIERGE TOGO® MOBILE SMART PHONE APP LISTING

Listing on Places to Play for Destination Newport website on virtual concierge phone apps. With Concierge ToGo guests can take the directory out of the room™ at these hotels:

Corvallis:

Leo at the Corvallis Hilton Garden Inn (code 1234 for sample)
Bernice at the Holiday Inn Express on the River
Super Kate at the Corvallis Super 8 Riverfront (code 1250 for sample)
Cory at the Corvallis Best Western
NEW: Booker at Comfort Suites Corvallis –Hotel Code 1266
NEW: Econolodge Corvallis

Albany:

Sadie at the Comfort Suites
Wes at the Best Western Albany
Super Nate at the Albany Super 8

Eugene:

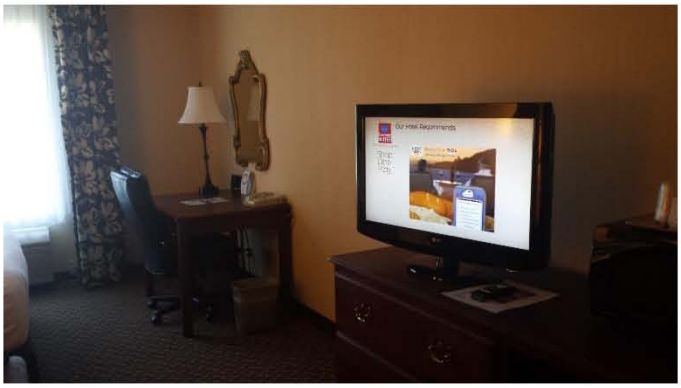
Phil at the Campus Inn Suites
Gene the Duck at the Comfort Suite
Glenwood
Phil at the Broadway Inn
Phil at the Courtesy Inn

LISTINGS ON CONCIERGE TOGO BED AND BREAKFAST MOBILE APP IN CORVALLIS!

59% of all travel booking/plans are no made online or on mobile source – per NewMedia watch. Concierge ToGo provides a concierge to mid-level hotels so guests can tour hotel amenities, books room, play free games, send a free postcard, check meeting times and local events, reserve a limo tour, order a wakeup call, book a spa, order room service and check out and all local dining options/attractions. Videos and photos can be incorporated in the app.

ANDROID APP ON Google play Available on the App Store amazon apps Available at amazon

2) **IN-ROOM HOTEL TELEVISIONS** Many hotel groups, including Choice ® Hotels have incorporated de-clutter programs in rooms and lobbies. HospitalityVision is your entry into each and every room to invite guests to Newport on the specific in-room hotel information channel or official TV Guest Directory – we have replaced the in room print directory in most of our hotels.



Destination Newport's ad is showcased to TARGETED visitors making their buying decisions in the room:

Your ad is aired on all the hotel TVs 160X a day, 5400 X a month on each TV in these adjacent day and overnight trip-friendly markets on only in-room ad venue

Albany: Comfort Inn Suites, Phoenix Inn Suites, Holiday Inn Express and Super 8 for 400 rooms to **170,000** guests annually. *guests ask for day/night trips

Corvallis: Hilton Garden Inn, Holiday Inn Express on the River, Best Western Grand Manor Inn, Comfort Suites, EconoLodge and Super 8 OSU partner hotels in 600+ rooms to **300,000** visitors and Beaver fans annually. *guests ask for day/night trips

Eugene: Comfort Suites, Campus Inn Suites, Phoenix Inn Suites, Broadway Inn, Courtesy Inn, and University Inn U of O Partner hotels 450 rooms to **280,000 visitors** and Duck fans annually. *guests ask for day/night trips. **Ad can be switched out seasonally at no extra charge.**

3) **PRINT EZ MAP IN LOBBY**

Print Listing on EZ maps in Corvallis, Albany and Eugene – the primary map handed out in the hotel lobbies and printed monthly on demand so it can be seasonally adjusted for different activities. 50, 000 copies printed annually.

4) **NEW GAME ON APPS CALLED HOTEL RUN.**

Total TARGET MARKET REACH – 750,000 guests on all screens and map. (up 20% from last year)

Total partnership agreement amount to be approved for 2015-2016 or 9 mos at $225.00 or $2025*

***three months free donated by HospitalityVision/Concierge ToGo in support of Oregon Tourism.**

With HospitalityVision.....

A personalized concierge for each hotel so that each hotel can stand out from the rest.

Guests watch their lobby or in-room TV's for information about the hotel and community and then simply scan in the QR code and download the ConciergeToGo™ app on their smart phone and take their *Guest Directory out of the room* with detailed hotel info, maps to local attractions, restaurant menus, meeting times, hotel rewards program links & free games.

OfficeMax

Comcast

Comcast

YOGURT eXtreme
SELF SERVE FROZEN YOGURT

101

MANY HANDS TRADING

aomatsu 青松

SIBLING Bakery

Broken Yolk

Bursts

BIG RIVER RESTAURANT AND BAR

SKY HIGH BREWING

AQUA

COMFORT SUITES

OfficeMax

Dutch Bros Coffee

Best Western

EconoLodge

block 15

Caves

FLAT TAIL BREWING

the downward dog pub & grub est. 1986

CORVALLIS Farmers' Market

PASTINI PASTARIA PIZZA PAPA JOHNS

Elmer's

EPIC

del Alma

YOGURT eXtreme
SELF SERVE FROZEN YOGURT

Holiday Inn Express

Super 8

China Delight

FIFTH STREET GROWLERS EST. 2013

magenta organic asian fusion restaurant

CORVALLIS Knights

FLAT TAIL BREWING

EPIC

del Alma

Hilton Garden Inn

FORKS & CORKS CATERING

First Alternative NATURAL FOODS CO-OP

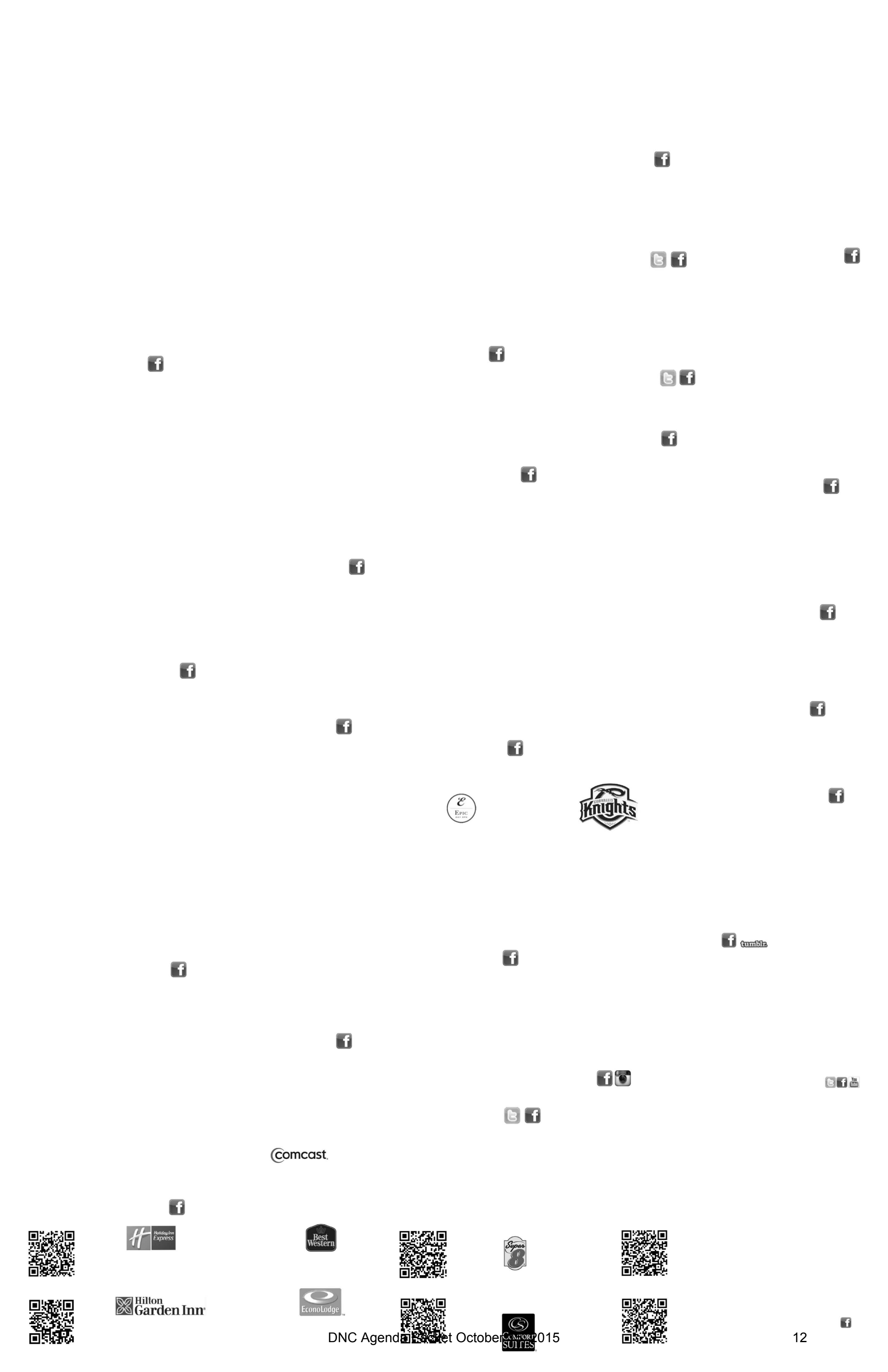
Domino's Pizza

Donna Bella Fine Lingerie Comfortwear

Town & Country Realty www.tncrealty.com

DOCK 22

PIZZA PAPA JOHNS


Epic
Knights
tumblr.
comcast.
Holiday Inn Express
Best Western
Super 8
Hilton Garden Inn
EconoLodge
Comfort Suites

Lorna & Cindy,

Below is my proposal for the continuation of the shoulder season Valley ad campaign. Thanks for your consideration

Destination Newport
City of Newport
Attn: Cindy Breves-DNC
169 SW Coast Hwy
Newport, OR 97365

Package Billing: $350 per month….September 8 through June 30th Cut # 2566N & 2563N (thirty and sixty in rotation)
All 5 stations (2 broadcast & 3 Internet streams) at a non-profit rate of $350 per month. In most months you would receive over $1000 in value and always at least $700. Actual times would be sent to you every month."

You have the produced ads in the last email.

Charlie

Richard C. Eads
VP/General Manager
KGAL/KSHO Radio
PO Box 749
Albany, OR 97321
541-926-8683
Cell: 541-990-6055
charlie@kgal.com

PLUG IN TO OREGON BUSINESS

Convenience and coverage in a converged media package delivering access to over 20 different locations spanning the magazine, the website and our social touch points.

1 THE MAGAZINE

WITH PLUG IN TO OREGON BUSINESS WE PROVIDE A DEEP FREQUENCY DISCOUNT TO CLIENTS WHO RUN FOUR (4) OR MORE TIMES A YEAR.

Full Page	$3,100/month	$2,350/month	$1,600/month
Two-Thirds Page	$2,850/month	$2,100/month	$1,450/month
Half Page	$2,600/month	$1,950/month	$1,350/month
Third Page	$2,100/month	$1,600/month	$1,100/month

ONE BUY – ALL CHANNELS

1 *OREGON BUSINESS* MAGAZINE
Plug In's converged media package starts with *Oregon Business* magazine. Select your ad size, frequency, specific months and receive concurrent exposure on OregonBusiness.com and our Social Media channels.

2 OREGONBUSINESS.COM
With Plug In you have access to site wide banner ads in all sizes, Monthly guest blog posts, monthly Press Release postings, monthly event listings, and an enhanced company listing within our CEO Pages.

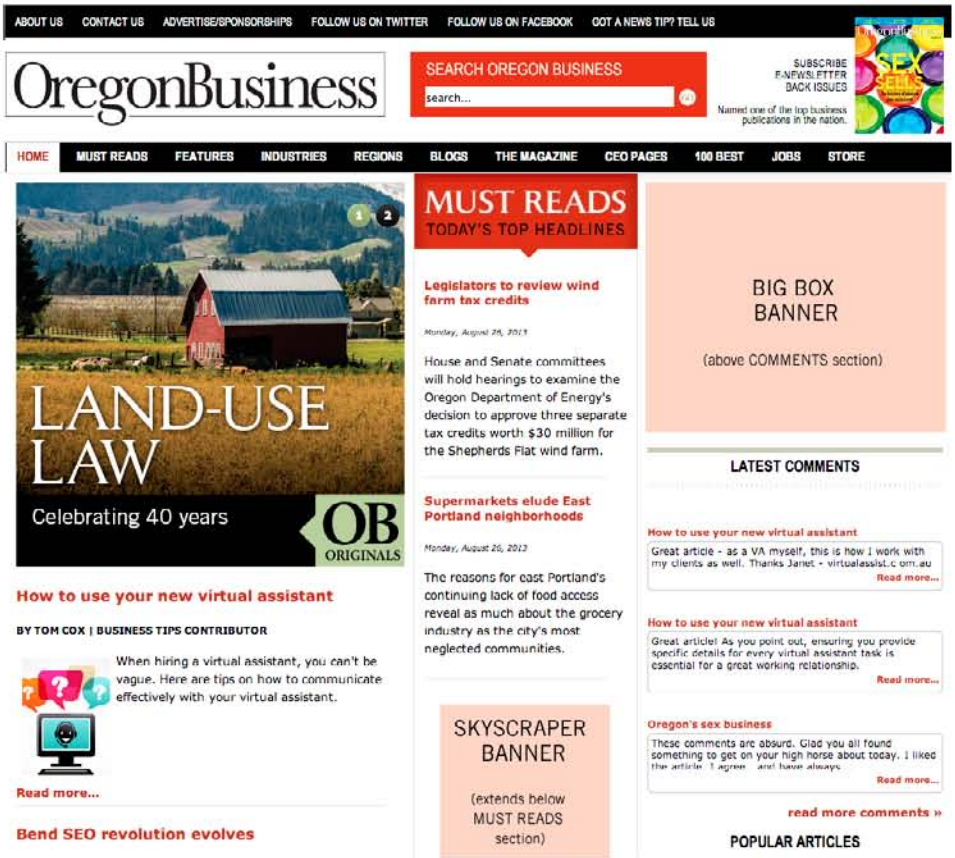
3 E-NEWS, SOCIAL MEDIA
Oregon Business is social, with a monthly twitter reach of over 69,000 and 13,300 followers and a monthly Facebook post reach of 5,160.

2015

PLUG IN TO OREGON BUSINESS

Your package includes access to our online audience with banner ads and your contributed content:

2 OREGONBUSINESS.COM



WEBSITE ADS ADS

BIG BOX BANNER (SITE-WIDE)
Your big box banner ad rotates with other participants for as long as you are in the program.

SKYSCRAPER BANNER (SITE-WIDE)
Your skyscraper banner ad rotates with other participants for as long as you are in the program.

LEADERBOARD BANNER (SITE-WIDE)
Your leaderboard banner ad rotates with other participants for as long as you are in the program.

ONLINE PARTICIPATION

GUEST BLOG
Dedicated story page for your industry expert to provide thought-provoking C-level advice and generate reader interaction. An informative blog post summary by your topic expert exists on the home page for at least one day of each month. Each blog includes a comments section. Comments also show up in the frame site-wide as new comments are made.

EVENT/PRESS RELEASE
Dedicated story page can include logo, photos, illustrations and full text. Title and short summary of your event/press release shows on every page of the website for at least one day of each month. Press release and event story pages may include multiple back links to your website, a powerful SEO strategy which improves your Google organic search ranking.

ENHANCED LISTING
Your enhanced listing on our CEO Pages directory stands out from the rest with a large format picture and preferential upper placement.

2015

P E

PLUG IN TO OREGON BUSINESS

Stay top of mind with our daily outreach to e-news subscribers and social media audience:

3 E-NEWS/SOCIAL MEDIA

FACEBOOK.COM/OREGONBUSINESS

LIKES
Oregon Business will "like" your business Facebook page from the Oregon Business Facebook page, strengthening your social network.

SHARES
Once per month, we will "share" a Facebook post of your choosing.

TWITTER.COM/OREGONBUSINESS

FOLLOW
We will "follow" your business Twitter account from the *Oregon Business* Twitter account.

TWEET
Once per month, the *Oregon Business* Twitter account will re-tweet a post of your choosing.

E-NEWSLETTER: *OREGON BUSINESS DAILY*

BIG BOX BANNER
Your big box banner ad rotates with other participants for as long as you are in the program.

LEADERBOARD BANNER
Your leaderboard banner ad rotates with other participants for as long as you are in the program.

GUEST BLOG POST
Your expert guest blog post on OregonBusiness.com is featured and linked in one e-newsletter per month.

2015

From: Greg Robertson [mailto:octsalesteam@gmail.com]
Sent: Monday, October 05, 2015 9:35 AM
To: Lorna Davis
Subject: From Greg at Oregon Coast Today

Hi Lorna,

Oregon Coast TODAY will be repeating our "Beach and Beyond" special section this winter, giving coastal advertisers a great opportunity to reach an audience of affluent farmers and ranchers throughout the state as their thoughts turn to a winter break.

The special section is the same size as the TODAY, and inserted into all 15,000 Oregon subscription copies of the Capital Press, the four-state agricultural paper. It runs four months only, November through February.

This is a premium product, targeting paid subscribers who get the paper by mail each week. The idea of reaching out in the winter is to catch farmers and ranchers in their off- season, when they are able to take a break at the coast.

We have the premium position available this year, the full-page back cover with a front strip across the bottom of the front page. Cost for this placement is $1,250 per month.

This could be good timing for you as your current ad run ends October 30.

If you would one of us to come to the next meeting we would be happy to present the product.

Thank you!

Greg