



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, January 16, 2014, 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, January 16, 2014, 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 -December 12, 2013, meeting minutes review and approve
 - b. Review of Accts., December 2013
- IV. Public Comment
- V. Media Consideration
 - a. Corvallis Knights
- VI. Other
 - a. Selection of Chairperson
 - b. Interviews of Committee Applicants
- VII. Discussion and Action
- VIII. Adjournment

CALL TO ORDER

The December 12, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:15 P.M. In attendance were John Clark, Lil Patrick, Carrie Lewis and Lorna Davis. Also in attendance was Cindy Breves, Executive Assistant, Dean Sawyer, Councilor. Visitors included, Kari Petersen, Bre Kerkvliet, and Patrick Alexander.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the October 17, 2013, meeting;
- B. Review of Account, October & November 2013

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

MEDIA CONSIDERATIONS

Oregon Coast Today, Patrick Alexander made a presentation. Repeat of previous proposal. Two size choices half page or third page in color or black and white. ½ page is \$230 B & W and \$280 color. 1/3 page \$136 B & W and \$161 color all of these are per week. For an additional \$25 per week Newport can be included on the Flyerboard, their on line digital bulletin board.

CBS Outdoor presented information on a billboard available in Northwest Non-Metro area of Portland. Billboard faces East on South HWY 26 about .4 miles of Hwy 217 junction. Billboard becomes available February 20, 2014. With an annual agreement it costs \$6,500 for 4 weeks and \$1,000 production costs without annual agreement it is \$7,000 per 4 weeks and \$2,000 production costs.

Bre Kerkvliet made a presentation on Corvallis Knights. They present 3 rate packages. Single Package-Pocket Schedule Advert & Half-page Program Advert \$1,445; Double-Pocket Schedule Advert, Half-page Program Advert & In-stadium Signage \$2,295; Triple-Pocket Schedule Advert, Half-page Program Advert, In-stadium Signage & Game Sponsor \$3,195; Home Run-In-stadium Signage, Game Sponsor, First Pitch, 50 GA Tickets, ½ page Game Program Ad, PAA at Every home Game & Radio Billboard \$4,995. 32 home games per season. The team is made up of college eligible players.

Pelican Productions Inc., Kari Petersen made a presentation regarding Coast Explorer. Coast Explorer is a printed and online magazine. 1/3 page ad is \$2,811 per year. This price includes the Showcase Web package. They will provide a 10% discount due to the fact that DNC is nonprofit, so the price will be \$2529.90 per year.

Visitor's Choice proposal was reviewed. Full page rate for soft cover Central Coast is \$4,000. It comes out in March 2014. The Central Oregon (Bend) rate is \$4,000 full page and it comes out in April 2014. Total rate for 2 book buy is \$7,200.

Media America proposal was reviewed. Scenic Byways Guide page 4 for \$3,200

MOTION was made by Lewis, seconded by Clark, to approve a page ad with Media America in Scenic Byways Guide for \$3,200. The motion carried unanimously in a voice vote.

OTHER

OnDisplay New Wall vinyl for 2014 was discussed it would cost approximately an \$2,567.

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.

The committee decided to pass at this time on the following proposals: CBS Outdoor Non-Metro locations and Eugene Magazine

MOTION was made by Clark, seconded by Patrick, to approve Visitor's Choice full page Hard Copy in Central Oregon and soft cover in Central Coast for \$7,200. The motion carried unanimously in a voice vote.

Committee is interested in Corvallis Knights, Davis will contact the Knights to discuss a packet that fits with what the committee would like to do.

MOTION was made by Clark, seconded by Patrick, to approve 1/3 page ad in Coast Explorer for \$2529.90 for the year. The motion carried unanimously in a voice vote.

MOTION was made by Clark, seconded by Lewis, to approve ½ full color Ad for 26 weeks in Oregon Coast Today Magazine for \$7280. The motion carried unanimously in a voice vote.

MOTION was made by Lewis, seconded by Patrick, to approve having a new wall vinyl for 2014 in Portland for \$2,567. The motion carried unanimously in a voice vote.

Next meeting will be January 16, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:32 P.M.



PARTNER PROPOSAL



CORVALLIS
KNIGHTS
BASEBALL

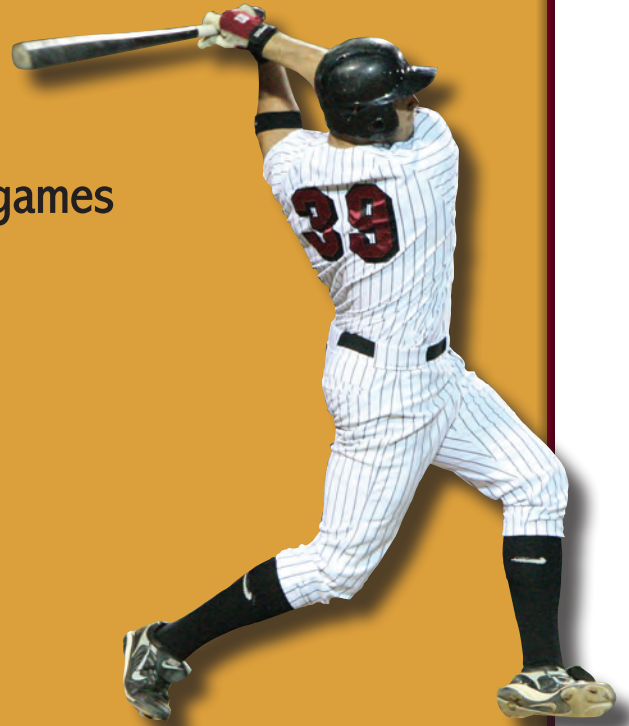
Affordable Family Fun

SPONSOR PROPOSAL

TRIPLE PLAY

- Pocket Schedule Advert
- Between-Inning Promotion – 10 games
- In-Stadium Signage

Total Package: \$2,500



Cindy Breves

From: CommitteeApp@newportoregon.gov
Sent: Wednesday, December 18, 2013 10:27 PM
To: Cindy Breves: Peavy Hawker
Cc:
Subject: Committee Application

Application for City Council - Email Application

Date: 12/18/2013

Commission/Committee of Interest: Destination Newport

Name: Frank Jo Maitland Geltner

Address:

Business:

Workphone:

Homephone

Email:

Occupation: Retiree, volunteer and business owner.

Employer: Self-employed

Why do you want to serve on this committee/commission/board/task force, and how do you believe you can add value? Having served on the board of the Oregon Coast Visitors Association and having attended a number of the Governor's Tourism Conferences over the years and having created the Oregon Coast Cultural Arts Visitors Guide, I believe I have a unique perspective to offer. Having served as the Executive Director of the Oregon Coast Council for the Arts, I have worked with local, regional and statewide media outlets.

What is a difficult decision you have made concerning issues of bias and/or issues of conflict of interest? Concerning issues of bias, I have had to call certain individuals on their inappropriate behavior or language. Mostly these have been teachable moments. I am a member of the Southern Poverty Law Center. The Southern Poverty Law Center is a nonprofit civil rights organization dedicated to fighting hate and bigotry, and to seeking justice for the most vulnerable members of society. As for conflict of interest, I have been in positions where it was important to develop conflict of interest policy statements. Conversely, I have had to sign Conflict of Interest policy statements.

Describe the process of how you make decisions. I am a Retired Professional Registered Parliamentarian. I taught Leadership Theory and Practice at the University of Oregon. So, the question of how I make decisions requires that I focus on the concept of situational leadership and decision making. Each setting requires a different approach and depends on the scope of the issue being decided. In any case, I look for the greatest possible input from all parties to contribute to my decision making. If the situation involves personnel, then I look to the policies in place.

What do you think about consensus decision making? What does the consensus decision making process mean to you? I have worked with consensus decision making for the past 40 plus years. It was always a section in my Leadership Theory and Practice classes. I always carry a few of the best books on consensus decision making to workshops I do on Parliamentary Procedure to contrast different forms of decision making.

Describe all other pertinent information/background for this position. I have gotten to know most of the folks in Newport who work to attract visitors to Newport. I have worked with Todd Davidson, the head of Travel Oregon and many of his staff members. I created the Oregon Coast Jazz Party in 2004 and am familiar with the various methods to employ to attract visitors to our area.

I have applied knowing that the ad for the position mentioned being a resident of Newport and owner of a retail establishment. I am not a resident of Newport, but I do own property in Newport and I do own a retail establishment.

Cindy Breves

From: CommitteeApp@newportoregon.gov
Sent: Wednesday, December 18, 2013 1:17 PM
To: Cindy Breves; Penny Hawker
Cc:
Subject: Committee Application

Application for City Council - Email Application

Date: 12/18/2013

Commission/Committee of Interest: Destination Newport

Name: Judy Kuhl

Address

Workphone: !

Homephone: !

Email:

Occupation: General Manager

Employer: Best Western PLUS Agate Beach Inn

Why do you want to serve on this committee/commission/board/task force, and how do you believe you can add value?
I have a passion for tourism and bringing people to our community!

I have been in the hospitality business for a very long time and have been responsible for advertising and how best to spend the advertising dollars to reach as many people that we can.

What is a difficult decision you have made concerning issues of bias and/or issues of conflict of interest? I am on the chamber board and that requires me to stay neutral with a number of political issues!

Describe the process of how you make decisions. I look at the pro's and the con's then I look at the big picture and see the benefits of my decision!

What do you think about consensus decision making? What does the consensus decision making process mean to you? I think it is good! It means that the majority feels the same way so you are not alone in decision making

Describe all other pertinent information/background for this position. I worked 19 years at the Embarcadero Resort and held the position of sales manager for a number of year and was involved with marketing and in my job now I am also the one that makes the marketing decisions.