

Destination Newport Committee
December 17, 2015
2:02 P.M.
Newport, Oregon

CALL TO ORDER

The December 17, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:00 P.M. In attendance were Ric Rouborn, John Clark, Steve Beck, David Heater, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Spencer Nebel, City Manager, Dean Sawyer, Council Liaison, Jamie Rand, News-Times,

INTRODUCTIONS

No introduction needed.

ADDITIONS/DELECTIONS TO AGENDA

None.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the November 19, 2015, meeting;
- B. Review of Accounts was not done due to no change in the accounts for November.
 - i. Finance Director Mike Murzynsky, Lorna Davis, and Spencer Nebel met regarding the issue with the account for this committee. Nebel reviewed the changes in accounting practices that the Finance Department is currently using for the Committee. Expenditures need to be accounted for in the fiscal year that the item is billed for. This is a necessary accounting procedure for auditing purposes. Davis reviewed what those changes would look like a result of this new accounting procedure on the committee account summary sheet.
 - ii. Nebel spoke to the Committee regarding budgeting for advertising for the next fiscal year. He suggested that the Committee make a request to the Budget Committee for a different funding level. Additional expenses that could affect the funding available for an increase in spending for marketing that will be considered during the budget process will be ageing tourism facilities that may need repairs or updates. The Committee would need to make their request to the Budget Committee by March. A report from the Committee would need to include, the reasoning for the funding level change and what the additional funds would be used for, etc. increased in cost would be something to put in the report. Nebel explained how the city projects Room Tax revenues. Traditionally, the city is conservative when projecting Room Tax revenues. Nebel shared it would be appropriate to make a presentation to the Budget Committee particularly if the amount the Committee is requesting is different from his recommendation.

MOTION was made by Rabourn, seconded by Beck, to approve the minutes, as presented. The motion carried unanimously in a voice vote.

MOTION was made by Beck, second by Clark, to approve the summary of accounts as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Corvallis Knights - Bre Miller - Committee reviewed the proposal. Committee would like a modified proposal for the January meeting.

Here and Now - Neil Henning- Presented their proposal to the Committee. Four full pages in any of the publications, it would be the Committee's choice.

KGAL - Charlie Eads - Committee reviewed the proposal. \$350 a month for 6 months.

Coast Explorer - Kari Peterson - Committee consider the proposal.

OCVA & Travel Oregon Renewals - Tera Moreland - Proposal was reviewed by the Committee.

NW Examiner - Lindsey Ferguson- Proposal was reviewed by Committee.

OTHER

Breves notified the Committee that Parks and Rec. Department had decided to not reschedule the Agate Beach Surf Classic, therefore the recommendation by this Committee for a Tourism Marketing Grant was not brought to Council. They plan on apply for next year's event.

DISCUSSION AND ACTION

KGAL- Committee decided to pass for now.

MOTION was made by Rabourn, seconded by Beck, to approve 4 full page ads in Here and Now for a total of \$12,000. The motion carried unanimously in a voice vote

MOTION made by Clark, seconded Beck, to approve ½ page ad in Oregon Coast Explorer for 1 year totaling \$2,990.79. The motion carried unanimously in a voice vote

MOTION was made by Beck, seconded by Clark, to approve OCVA Guide premium print for a total of \$3,370. The motion carried unanimously in a voice vote

MOTION was made by Heater, seconded by Clark, to approve a 1/3 page ad in Travel Oregon Guide for \$3,900. The motion carried unanimously in a voice vote

NW Examiner - Committee choose to pass on this proposal.

Place increase budget request report on the DNC agenda for January.

The Committee would like to make a presentation to City Council on what the Committee has done this year at the February 1, 2016 Council meeting.

Next meeting will be January 21, 2016.

CHAMBER REPORT

Davis shared the new outdoor advertising company that handles the Portland skyscraper billboard space gave DNC an extra 12 weeks of advertising.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:04 P.M.