

MINUTES
Destination Newport Committee
January 12, 2012, 2:00 PM
Conf. Room A, City Hall

CALL TO ORDER

The January 12, 2012, meeting of the Destination Newport Committee was called to order on the above date and time. Members in attendance were John Clark, Gabe McEntee, Lill Patrick, Ric Rabourn and Lorna Davis. Absent were Raquel Teague and Carrie Lewis. Staff in attendance was Nicole Clark.

CONSENT CALENDAR

J. Clark moved, seconded by Davis to approve the consent calendar as follows:

1. Minutes – November 17, 2011, meeting minutes review and approve.
2. Review of Accts., November and December 2011

On call for vote, all members present voted aye, motion carried.

TOURISM MARKETING PRESENTATION

Belinda Goody presented the requested marketing plan for the Celtic Festival to the committee as requested at the last meeting. Discussion regarding the requested amount was had by the committee.

Clark moved, seconded by Rabourn, to recommend to council to approve \$8,000 for marketing for 2012 Celtic Festival. On call for vote, all members present voted aye, motion carried.

Polly Ivers of Oregon Coast Jazz presented her grant request for \$6,600. Discussion regarding the need for more funds for this year's event due to having to rebrand the event from Jazz at Newport was discussed.

Clark moved, second by Davis, to recommend to council to approve \$6,600 for marketing for the 2012 Oregon Coast Jazz Festival. On call for vote, all members present voted aye, motion carried.

The committee reviewed the Oyster Cloyster grant request. The committee discussed concerns that this event is mostly attended by locals and recommended that the group come back to them in July with a clear marketing plan for their outside marketing efforts.

PRESENTATIONS

Betsy Hand from Travel Oregon Magazine and the Oregon Coast Visitor Association Guide presented her proposals to the Committee. Hand recommended a full page ad for the OCVA guide. Hand recommended a 1/6 page ad in the Travel Oregon Magazine.

Davis moved, seconded by Clark, to move forward with purchasing a full page ad in the OCVA travel guide at the rate of \$2,465. On call for vote, all members present voted aye, motion carried.

Clark moved, seconded by Davis, to move forward with purchasing a 1/6 page horizontal ad in the Travel Oregon Magazine at the rate of \$2,200. On call for vote, all members present voted aye, motion carried.

(All proposals are included in the official packet.)

NEW MEDIA CONSIDERATIONS

Onsite Advertising Services- The committee decided not to move forward with this proposal.

FOLLOW-UP MEDIA CONSIDERATIONS

Oregon Coast Magazine- The committee decided not to move forward with this proposal.

KEZI- Randy Joss was present at the meeting to bring back production costs to the committee. The committee discussed running these commercials In April, May and June.

Davis moved, seconded by Patrick, to recommend to council to approve three months worth of television commercials at the rate of \$5,000 a month for a total of \$16,000 including production costs. On call for vote, all members present voted aye, motion carried.

ADJOURNMENT

There being no further business to come before the committee, the meeting adjourned at approximately 3:00 PM.