

MINUTES  
Destination Newport Committee  
January 13, 2011  
2:00 PM  
Conference Room A

**CALL TO ORDER**

The January 13, 2011, meeting of the Destination Newport Committee, was called to order at 2:10 P.M. Members in attendance were John Clark, Carrie Lewis, Raquell Teague, Lill Patrick, Gabe McEntee, and Lorna Davis. Council Liaison Mark McConnell was in attendance. Staff in attendance was Jim Voetberg and Cheryl Atkinson. The ad agency representative attending was Lindsay Magnuson.

**CONSIDER TWO MARKETING GRANT APPLICATIONS**

Chair Davis requested the two grant applications be considered first on the agenda. She noted there were representatives from the Newport Celtic Festival & Highland Games that wished to make a brief power point presentation. Jim Protiva, Liam Hughes, and Daryl Tatem, all festival promoters, answered questions following the power point. They reported the event will be held at the Lincoln County Fairgrounds, on June 10-12, 2011.

McEntee asked if the event would have booths like the Seafood & Wine Festival, and Protiva answered yes. Tatem explained the event would draw a large number of athletes, who will participate in the games, and they will bring friends and families along with them. He reported there would be much to do for all who attended. He noted there is normally an event held during the games that signifies the particular area in which the games occur. The event planners have come up with an "Anchor Toss" to identify Newport. He further commented that each of the athletes would receive "check-in bags" that would contain coupons for local businesses. It was the general consensus of committee members that this will be a great event for Newport.

MOTION: Clark moved, seconded by Lewis to support the grant application received from the organizers of the Celtic Festival & Highland Games in the amount of \$5,000 for marketing their event, and to forward the committee's recommendation to the Newport City Council for their consideration. On call for vote, all members present voted aye, motion carried.

Davis explained that Catherine Rickbone had attended the committee's December 9, 2010, meeting to make her pitch for the marketing funds for the Jazz at Newport event, and the committee had received a copy of their request with this agenda. How many times this organization had requested grant funds was asked, and it was determined this was the third request.

MOTION: Clark moved, seconded by Lewis to support the grant application received from OCCA for the Jazz at Newport event in the amount of \$5,000 for marketing their event, and to forward the committee's recommendation to the Newport City Council for their consideration. On call for vote, all members present voted aye, motion carried.

Patrick asked how much money remained in the marketing grant fund, and Atkinson reported there was \$22,750.00.

### **DVD PROJECT –DIGITAL VIDEO DESIGNS & PORT OF NEWPORT**

Davis explained there were visitors in the audience representing both Toledo and Yachats because of the DVD project with Howard Shippey and the Port. She stated that Toledo has asked if they could have a snippet placed on the DVD that Howard Shippey is preparing. One of Toledo's representatives explained they only wanted a few minutes, and it would compliment what other agencies are doing.

MOTION: Clark moved, seconded by McEntee to allow Toledo, as well as other communities in the county the opportunity to be included in the DVD being created by Digital Video Designs. What would be the title of the DVD was discussed, and Davis said she would contact Howard to find out the answer. Motion carried in a voice vote.

### **MADDEN MEDIA**

Jon Trumbull, representing Madden Media, gave a brief presentation on the changes that would be occurring with the advertising insert that would be going into the "Oregonian". He explained the circulation, the costs, doing away with the brochure ads, and online ads. The deadline for a response from the committee would be February 18<sup>th</sup>. He thanked the committee for their past business with Madden.

### **CONSENT CALENDAR**

The consent calendar consisted of the following items:

1. Approve Minutes of December 9, 2010
2. Review of Accts. Paid, October 2010

MOTION was made by Clark, seconded by Patrick, to approve the consent calendar as presented. Motion carried in a voice vote. Mayor McConnell stated that Councilor Dean Sawyer would now be the liaison for the City Council, and would be attending their meetings in the future.

### **JON OLSON, PDXposed REQUEST – NEW SHOW – “NEXT STEP”**

A conference call with Olson occurred at approximately 2:55 p.m. He explained the new show and the opportunities to reach a larger audience. The fee would still be \$15,000 for a 30 minute spot. Davis asked when the show would be airing, and Olson said mid to late August. Davis also asked how soon they would need to begin shooting, and Olson responded that it would need to happen in mid May or June.

Following the conference call, whether we would have all new footage or some repurposed material was discussed. Voetberg said it would be better to have all new. Davis reminded the committee that we own the footage once it is the can. Most of the committee members said

they would like to preview the new show before making a decision. Davis said she would send a link to the new show for all to review. She asked committee members to let her know how they wanted to proceed. It would have to go before the Council for final approval if the committee chose to recommend doing another segment.

### **Madden Discussion, Cont.**

Committee members inquired about the leads we get from the Madden ad, and Davis said they are huge. She did explain that last year she forgot to ask the committee for reimbursement for the fulfillment piece the Chamber sends out, once the requests are received at the Chamber from the Madden ads. She commented that it was a sizable expense this past year for the Chamber.

MOTION: McEntee moved, seconded by Clark to approve the expenditure for this year's Madden ad, and to reimburse the Chamber up to \$3000 for mailing the fulfillment piece to interested parties. Under discussion, Davis explained the Madden ad comes out of the Grady Britton account. On call for vote, all members present voted aye, except Davis abstained, motion carried.

### **OBJECTIVES & MEDIA/BUDGET OPTIONS FOR 2011**

Magnuson reported she had brought down a copy of all the photos they have in their archives as requested by the committee. She further reported the brochure will be printed and delivered soon, as well as the Mile x Mile ad had gone out. It was reported that 545 leads had occurred from the recent contest Grady Britton ran.

Magnuson then explained what Grady Britton is proposing to do with the remaining budget for the year, which will be approximately \$120,000. She stated they would like to develop an initiative that could be generated for the Portland area schools that would focus on marine education and the Aquarium, Hatfield Marine Science Center, or businesses on the Bay Front could be included. She said an example of an initiative could include asking people to vote for the school of their choice that should receive a year long Aquarium membership. The school or classroom with the most votes would receive the membership. She explained that the process for publicizing the voting could generate a buzz with both children and adults who could broadcast why their class deserves to win. This could be featured in TV coverage and online. Davis commented this committee cannot campaign for one business. McEntee asked if this program would only be for the Portland school area, and Magnuson said yes. Davis said other school areas should be included.

Magnuson commented that another option would be to do some online work with regards to seasonal themes. The agency does not recommend using old creative. Since the budget does not allow for new creative, they would propose doing some specials each month on the website. They could do romantic lodging as a theme for February, and in March they could focus on spring break, whale watching; with each month having something new. The agency could develop the material and then hand it off to the Chamber for dissemination. Magnuson further explained that if we do banner ads, they work better if you have some type of offer tied into that seasonal event.

Davis commented that Grady Britton spent approximately \$11,000 on web updates, and she would like to see the web analytics next month, and to include what the agency updated on the website. Clark suggested that be the only item on the agenda for February.

### **OTHER**

McEntee spoke about the Austin Family Business Program, and that Mo's was hosting the event on Thursday, January 20<sup>th</sup> if anyone was interested in attending.

Davis reported that Shannon Summers from Keizer was the winner of the discovernewport.com contest held recently.

Voetberg reported the advertising and marketing contract is up this fiscal year, and he will be speaking with the Council on this matter at their January 18<sup>th</sup> meeting. He suggested the committee should plan a session where they can sit down and discuss what they want to be included or changed in the new contract. It was determined, following a brief discussion, that the committee would have a work session on this matter to be held on February 2<sup>nd</sup> at 10 AM. Atkinson was reminded to let both Rabourn and Sawyer know about the special work session.

There being no further business to come before the committee, the meeting adjourned at approximately 4:05 PM.