

MINUTES
Destination Newport Committee
November 17, 2011, 2:00 PM
Conf. Room A, City Hall

CALL TO ORDER

The November 17, 2011, meeting of the Destination Newport Committee was called to order on the above date and time. Members in attendance were John Clark, Gabe McEntee Raquel Teague, Carrie Lewis, Ric Rabourn and Lorna Davis. Absent was Lill Patrick. Staff in attendance was Nicole Clark.

CONSENT CALENDAR

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

1. Minutes – September 8, 2011, meeting minutes review and approve.
2. Review of Accts., September 2011

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

PRESENTATIONS

Angelia Moor from Oregon Coast Magazine a proposal for the Mile-by-Mile guide. Moor highlighted the ½ page ad for \$43,615 which included 250,000 printed copies and online.

Randy Joss from KEZI presented proposals for TV commercials. The plan did not include production and scripting. The committee requested that they provide them with that information for the next meeting.

Leigh Dierhart from CBS Outdoor presented the poster program campaign to the committee. She noted that it is the same poster program that the committee ran last season.

(All proposals are included in the official packet.)

TOURISM MARKETING PRESENTATION

Liam Hughes presented a submittal for the Tourism Marketing Grant for a Mt. Bike Race. Discussion amongst the committee pursued regarding funding non-profits vs. not. They decided to leave that decision on who could apply to the council.

Davis moved, seconded by Lewis to recommend to council to approve \$1,000 for the Mt. Bike Race for the Parks and Recreation Department. On call for vote, all member presented voted aye, motion carried.

The committee discussed the Celtic Festival tourism grant application and would like to see the detailed media plan brought to the committee at the next meeting.

MEDIA CONSIDERATIONS

KEZI- The committee would like to reconsider the KEZI proposal once they have received the production costs.

On Display- The committee would like to review this again next quarter.

CBS Outdoor- Poster Campaign. Teague motioned, seconded by Davis to recommend to council to approve the poster campaign as presented. On call for vote, all member presented voted aye, motion carried.

Oregon Coast Magazine- The committee decided to wait for the official travel magazine for OCVA to present before making any decisions.

Comcast- The committee decided to revisit this in February sometime.

Clear Channel Radio- The committee at this time was not interested in radio, but would be willing to revisit this in late spring.

Sunset Magazine- The committee decided to not move forward with this advertisement due to cost.

Eugene Magazine- Davis motioned, seconded by Lewis, to move forward with a full page ad in the spring and fall issue for a cost of \$2,208 per issue. On call for vote, all member presented voted aye, motion carried.

OTHER

Davis filled the committee in on the Discover Newport website. She stated that they are doing well on facebook. They are using optimizations to be at the top of the searches. They have published an e-news letter. The Chamber held a completion to win a glass float to get people signed up for the newsletter.

ADJOURNMENT

There being no further business to come before the committee, the meeting adjourned at approximately 3:30 PM.