

MINUTES  
Destination Newport Committee – Special Meeting  
February 28, 2011, 2:00 PM  
Conference Room A

CALL TO ORDER

The February 28, 2011, special meeting of the Destination Newport Committee was called to order on the above date and time. Members in attendance were Carrie Lewis, Lill Patrick, Gabe McEntee, Ric Rabourn, Raquell Teague, and Lorna Davis. Council Liaison Dean Sawyer was in attendance. Staff in attendance was Jim Voetberg and Cheryl Atkinson. Also in attendance was Jeremy Burke of the “News-Times”. The ad agency representatives, Lindsay Magnuson and Sarah Prince, joined the meeting later in a phone conference.

CONSENT CALENDAR

Patrick moved, seconded by Teague to approve the consent calendar as follows:

- . Minutes – Work Session, February 3, 2011
- Minutes – Regular Meeting, February 10, 2011

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

SPRING MEDIA

The committee discussed the two advertising options the ad agency had presented for consideration. It was the general consensus of the committee that neither option was where they wanted to put their advertising dollars. A brief discussion ensued with regards to outdoor billboards and the possibility of using this form of advertising.

CONFERENCE CALL WITH AD AGENCY

Magnuson and Prince joined the meeting at approximately 2:25 PM. Davis explained the committee had discussed the two options presented by the ad agency, and have opted to look into doing more outdoor billboard advertising. Davis said she would be contacting the different vendors for billboards, and would be getting back with the agency if the creative files would be needed.

Davis explained to the ad agency that the bus wrap idea only included two buses, which would only address the Portland market, and would be too narrow of a focus. She also commented that if one of the buses had to be out of service for repairs that would limit the advertising. Davis also indicated that the committee did not want to participate in the Comcast form of advertising.

Magnuson reported the Google Search for the website had been fixed, which should provide better analytics for the committee's next meeting. She said it may take a month before the better numbers show up, but they should return.

Davis commented that she had been the Chair for this committee for three years, and would like to give this opportunity to someone else at the committee's next meeting. She then asked each committee member to share what they envision for next year's advertising and marketing.

Teague said it was important to have a strong web presence, and to make sure that whoever takes on the contract that the web is kept up on a daily basis.

Davis asked if the committee wants ideas pitched to them on advertising, or do we want the proposers to tell the committee how they will do the advertising and how much it will cost.

McEntee said the website is important, but she still would like to see less websites. She stated social media is also important. Outdoor billboards would also be her choice, and if the committee opts to begin doing more billboards, the billboards should be leased, and then updated with new advertising when the new lease comes due. Patrick concurred with McEntee, and also stated the importance of having the website kept current.

Rabourn said he would have to disagree with combining websites, as it is important to maintain a different look than the Chamber. He further stated that he did not believe we would even get an agency to look at this request for proposal for only \$200,000. Lewis agreed with Rabourn on not being able to attract an ad agency at that price. She said if we do bring it in-house, the contract manager will need to have a deep understanding of the industry, and a strong leader.

### REQUEST OF PROPOSALS REVIEW

The committee then reviewed the draft RFP, and made a few more changes:

(1) Under goals and objectives, it was suggested listing the goals first and moving the introductory paragraph to below the goals. Also to remove the words "this RFP" in the first sentence and replace with Destination Newport Committee.

(2) The scope of services was shortened considerably with the removal of Nos. 3 and 9, and combining Nos. 4 and 10 into No. 2. The word City was removed from No. 11 and replaced with DNC.

(3) The first paragraph under "Cover Letter for the Proposal" had three changes. Removal of the words "company" in the third sentence, and changing "firm" in the sixth sentence to read entity.

(4) Switch No. 2 to below No. 3, and then renumber accordingly.

(5) Second paragraph of the newly numbered No. 2 change first sentence to read furnish a list "up to" five

(6) Number 4 should be rewritten to read: Each proposer shall provide a detailed, estimated matrix of costs to provide the service.

(7) Once the entity is selected, the contract will be with the City of Newport.

(8) It was suggested the RFP be placed on the City's website, as well as placed in the following:

(a) Corvallis Gazette

- (b) Eugene Register Guard
- (c) Daily Journal of Commerce
- (d) Oregonian
- (f) News-Times

TOURISM MARKETING GRANT FUND APPLICATION – Friends of the Oregon Coast Aquatic Park

Atkinson explained the grant application for the marketing and advertising of a half marathon walk and run, as well as a 10-mile fun run had been received in late February. It was to be considered at the committee's March 10<sup>th</sup> meeting. However, with the chance the committee might not meet in March, she determined to bring it forward to be considered at this meeting. It was noted this was the third request for funding from this group. Atkinson informed the committee of the balance of the Events Marketing Fund, and gave a breakdown of those organizations that had received funds to date. Davis commented that the balance should actually be down \$5,000 more as the Celtic Games request was not included in the report. With the \$5,000 added, the balance of this budget line item would be \$12,750.

**MOTION:** McEntee moved, seconded by Patrick to recommend to Council the approval of a grant award of \$1,300 to the Friends of the Oregon Coast Aquatic Park for advertising and marketing of their race event to occur on September 17, 2011. On call for vote, all members present voted aye, motion carried.

MARCH MEETING DATE:

The next meeting date for the committee was discussed, as there would not be a quorum for their regular meeting date of March 10<sup>th</sup>. It was determined the committee would meet on Friday, March 18, 2011, at 2:00 p.m. at City Hall in Conference Room A.

OTHER

McEntee said she had been contacted by a television group, out of San Jose, California, that is considering Newport for one of their shows. McEntee requested the committee to let her know if they could think of any quirky things about Newport, as that is one of the themes of the television show.

Davis referred to a study that had been done in 2000 that researched Oregon coast travel among Portland area residents. She noted the information was dated, and it might be time to look at doing another study. She indicated it is ten years since the last study, and it would be interesting to see if Newport was brought to the forefront of Portland area residents when they are making travel plans. Davis said she would ask the Yaquina Bay Economic Foundation to see if they would be willing to pay the cost for such a study, or at the lease share in the cost.

There being no further items to discuss with the ad agency, the telephone conference call ended at approximately 3:35 p.m.