

MINUTES
Destination Newport Committee
May 12, 2011, 2:00 PM
Conference Room A, City Hall

CALL TO ORDER

The May 12, 2011, meeting of the Destination Newport Committee, was called to order on the above date and time. Members in attendance were John Clark, Lill Patrick, Ric Rabourn, Raquell Teague, Gabe McEntee, Carrie Lewis and Lorna Davis. Staff in attendance was Jim Voetberg & Nicole Clark. Also present in the audience were Dee Team and Jeremy Burke.

CONSENT CALENDAR

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

1. Minutes – April 14, 2011 and May 5, 2011, meeting minutes review and approve
2. Review of Accts., April, 2011
3. Grady Britton-Invoice Overview

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

Tourism Marketing Grant Application – Community Services Consortium

McEntee expressed concerns about the event being held in the middle of peak season. Rabourn stated that he took the event information to the Lodging Association and reported that they were all unanimously in favor of the event. The committee asked Dee Team how the event was going. She reported that they are ahead of their projections for participants currently and are on track to meet their figures.

Clark moved, seconded by Rabourn to approve the Tourism Marketing Grant Application for Community Services Consortium as presented to the committee. On call for vote, all members voted aye, motion carried.

DISCUSS ELECTION OF CHAIR & VICE CHAIR

Discussion amongst the committee about election ensued.

Davis moved, seconded by Rabourn to elect as follows:

Chair- Gab McEntee
Vice Chair- Lorna Davis

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

HOWARD SHIPPEY DVD DISCUSSION

Davis presented that Shippey wanted to switch out a Sports Fishing segment with a Light House segment on the next DVD. Discussion amongst the committee ended all in favor of the switching of the segments.

WEB ANALYTICS- GRADY BRITTON

Lindsay Magnuson of Grady Britton reported via phone. She presented that attached web analytics. McEntee requested that Magnuson provide the committee with the exact dollar amount that they are charged for each web click. The committee also requested that Magnuson provide this report again the following month.

BILLBOARD DESIGN DISCUSSION- JEREMY BURKE

Jeremy Burke joined the committee in a discussion regarding the next round of billboard advertisements. The committee expressed concerns to Burke about the font size and color and the number and type of the pictures on the boards. The committee recommended the removal of the tag line "your adventure starts here" and to just have the board state "Visit Newport". The changing of the photos from multiple to one single photo was also suggested. Burke said he would draft new art and have it to the committee by the end of the day. Davis reminded the committee that the deadline is tomorrow at noon (Friday, May 13) and that she might be able to by them a little time to make the switch.

NEXT STOP SHOW

Davis informed the committee that the next filming for the Next Stop Show will be June 9-12, 2011. Davis then asked the committee for segment ideas to provide to the crew. Ideas included filming of the Celtic Festival, Saturday Market, Lighthouses, night lights/night life, Aquarium feeding, and great places to stay.

OTHER

Davis presented a submittal from the Emeralds Baseball organization for marketing at there baseball games. The committee agreed to review and discuss the proposal at there next meeting.

The committee decided to hold a special meeting on Thursday, May 19, at 10am to discuss the proposals that are going to be presented on May 24 regarding the RFP for Marketing and Advertising.

There being no further business to come before the committee, the meeting adjourned at approximately 3:05 PM.