

MINUTES  
Destination Newport Committee  
June 6, 2011, 2:00 PM  
Council Chambers, City Hall

CALL TO ORDER

The June 6, 2011, meeting of the Destination Newport Committee, was called to order on the above date and time. Members in attendance were Lill Patrick, Gabe McEntee, Carrie Lewis and Lorna Davis. Absent were Raquell Teague, John Clark, and Ric Rabourn. Staff in attendance was Nicole Clark.

CONSENT CALENDAR

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

1. Minutes – May 19, 2011 and May 24, 2011, meeting minutes review and approve
2. Review of Accts., May, 2011
3. Grady Britton-Invoice Overview

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

DISCUSS MARKETING & ADVERTISING PROPOSAL CANDIDATE INTERVIEWS

The committee decided to post pone this discussion until all members where available. There will be a special meeting held on Tuesday, June 28<sup>th</sup> at 2:00pm.

MARKETING & ADVERTISING PROPOSALS

The committee decided that at this time it would not be appropriate to accept any of the proposals until a final decision is made with the Marketing and Advertising RFP.

CBS BILLBOARDS

Leigh Deinert from CBS presented the statistics from the current billboards we have up, as well as presented upcoming billboard opportunities to the committee. McEntee thanked Deinert for coming and presenting and let her know that the committee at this time is not ready to make a decision.

OTHER

Lindsay Magnuson of Brady Britton via conference call presented the May analytics to the group.

Davis presented to the committee the option to add the text messaging at the Emeralds baseball games. The plan would allow customers to text answers to trivia questions on the screens at the baseball games. Customers then would receive 5 texts a month, after the initial text once they have opted in, the committee would split those 5 texts between Destination Newport and the Emerald's.

Lewis moved, seconded by Patrick to approve adding the text messaging program to the Emeralds contract for \$2,500. On call for vote, all members voted aye, motion carried.

Davis reported that the Chamber was awarded the Tourism RFP and that they will be working on the website. They are going to keep the look and feel the same, but are going to be updating information and removing any old information.

There being no further business to come before the committee, the meeting adjourned at approximately 3:15 PM.