

MINUTES
Destination Newport Committee
July 14, 2011, 2:00 PM
Council Chambers, City Hall

CALL TO ORDER

The July 14, 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, John Clark, Ric Rabourn, Lorna Davis, and Carrie Lewis. Absent was Raquel Teague. Staff in attendance was Nicole Clark.

CONSENT CALENDAR

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

1. Minutes – June 9, 2011, meeting minutes review and approve
2. Review of Accts., May and June 2011
3. Grady Britton-Invoice Overview

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

STRATEGIC PLANNING FOR MARKETING AND ADVERTISING FISCAL YEAR 2012
PLANNING

The committee reviewed their current marketing and advertising contracts. The committee delegated Davis and Jeremy Burke to put together a matrix outlining the current contracts and on-going fixed expenses to present at the next meeting.

Burke from the News Times presented a proposal to the committee regarding the Travel Newport and Oregon Coast Passport magazines. The committee discussed the proposal and the motion is as follows:

Davis moved, seconded by Patrick, to approve the presented proposal for advertising in Travel Newport and Oregon Coast Passport at the proposed \$8,900.

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

OTHER

Tourism Marketing Grant:

Yaquina Bay Bridge 75th Anniversary Celebration. Michelle Harris was there to represent the committee. The requested funding from the grant was in the amount of \$10,000. After discussion amongst the committee the motion is as follows:

Clark moved, seconded by Patrick, to approve \$3,250 for outside marketing and advertising for the Yaquina Bay Bridge 75th Anniversary Celebration.

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

Howard Shippey DVD update shared with the group by Clark. No solid estimated time of delivery, but hopefully by the end of the year.

Clark presented a letter from Oregon's Central Coast brochure regarding advertising and the committee decided to not pursue this avenue of advertising.

There being no further business to come before the committee, the meeting adjourned at approximately 3:00 PM.