

MINUTES
Destination Newport Committee
August 11, 2011, 2:00 PM
Conf. Room A, City Hall

CALL TO ORDER

The August 11, 2011, meeting of the Destination Newport Committee was called to order on the above date and time. Members in attendance were Lill Patrick, John Clark, Ric Rabourn, Lorna Davis, and Carrie Lewis. Absent were Gabe McEntee and Raquel Teague. Staff in attendance was Nicole Clark.

CONSENT CALENDAR

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

1. Minutes – July 14, 2011, meeting minutes review and approve. Make clear which Clark was speaking in the minutes.
2. Review of Accts., July 2011

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

TOURISM & MARKETING GRANT-YAQUINA LIGHTHOUSE

Patrick recused herself from the discussion due to a conflict of interest with her granddaughter.

Conversation amongst the committee ensued regarding the proposed items included in the grant request. It was determined by the committee they would fund some money for the brochures put none for the welcome party.

Clark motioned seconded by Lewis to recommend to the City Council that they approve \$500 to the Friends of the Yaquina Lighthouse for use towards welcome brochures.

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

STRATEGIC PLANNING FOR MARKETING AND ADVERTISING FISCAL YEAR 2012
PLANNING

The committee reviewed the current plan that is in place through November. They decided to break the plan up by quarters. The next quarter (November thru January) it was decided that committee would go dark and just advertise through means already set in place, including social media, the website, and the cameras that are set-in place. It was decided that Davis would update the marketing and advertising spreadsheet and it will be reviewed again at the next meeting.

ADVERTISING PROPOSALS

1. Bradshaw Advertising Letter
2. CBS Outdoor- Rate Drop
3. News-Times Service Agreement
4. Meadow Outdoor Advertising

5. AdWalls
6. GoTravel Sites
7. KVAL 13ThisTV

All information was reviewed by committee and will be postponed until strategic plan is set in place.

OTHER

The committee reviewed the renewal of the Meadow Outdoor Advertising proposal for the Grand Ronde Billboard that they currently have. Davis asked to see if there was a possible pre-payment billing option. Brad Parsons from Meadow Outdoors said he would look into it and get back with the committee.

Lewis motioned seconded by Clark to recommend to the City Council to allocate funds to renew the billboard at Grand Ronde with updated image as of November 2nd, 2011.

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

Davis updated the committee on the updated of the Discover Newport webpage. She stated that there have been some issues that they are working through and should be completed and up to date by September 1st. Davis also informed the committee that the Facebook page for Discover Newport is up and running and that they will start running contests in the winter months.

The proposal from the Newport News-Times regarding the printing of the brochures was brought up. Davis said she would acquire three quotes. Rabourn motioned and was seconded by Patrick to accept the News-Times quote pending the quotes acquired by Davis.

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

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