

MINUTES
Destination Newport Committee
September 9, 2011, 2:00 PM
Conf. Room A, City Hall

CALL TO ORDER

The September 9, 2011, meeting of the Destination Newport Committee was called to order on the above date and time. Members in attendance were Lill Patrick, Ric Rabourn, Lorna Davis, Raquel Teague and Carrie Lewis. Absent were John Clark and Gabe McEntee and. Staff in attendance was Nicole Clark and Peggy Hawker.

CONSENT CALENDAR

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

1. Minutes – August 11, 2011, meeting minutes review and approve.
2. Review of Accts., August 2011

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 narrative plan and the DNC Budget Overview. No corrections where made at this time.

PUBLIC CONTRACTING RULES

N. Clark and Hawker addressed the public contracting rules that the committee needs to adhere to now that they are no longer operating under and advertising agency. The committee asked several questions and Hawker was there to help answer their questions. Hawker will email the personal services contract rules to the committee.

MEDIA CONSIDERATIONS

1. Bradshaw Advertising Letter: The committee acknowledged the receipt of the letter, and will keep their services in mind for possible future considerations.
2. Comcast Spotlight: The committee would like the representative to come and do a presentation to the group at the next meeting.
3. Total Traffic: Davis said she would look in the DNC archives and see if they had radio spots that had already been produced; she will bring these to the next meeting for further discussion.
4. Central Oregon Coast Association: The committee discussed the renewal of the advertisement. Rabourn motioned seconded by Patrick to approve the renewal of this advertisement for another year as set forth by the proposal, for a total cost of \$1,693. On call for vote, all members present voted aye, motion carried.

ADJOURNMENT

There being no further business to come before the committee, the meeting adjourned at approximately 2:45 PM.