

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
January 14, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the January 14, 2009 meeting of the Destination Newport Committee to order at approximately 2:10 P.M. Members in attendance were Lorna Davis, Carrie Lewis, and Gabe McEntee. Grady Britton representative was Lindsay Magnuson. Newly appointed Council liaison, Mark McConnell was present, and staff representatives present were Dale Shaddox and Cheryl Atkinson.

Since there was not a quorum at the beginning of the meeting, but one was expected shortly, the agenda order was rearranged slightly.

PRESENTATION BY PORT OF NEWPORT ON PORT DVD:

Davis explained that Don Mann, the Port Manager, could not attend our meeting today to present the Port's request. She gave a brief description of the Port's request for the benefit of the new attendees, Shaddox and McConnell. The Port has a DVD, which is a tourism piece they would like to enhance, as well as add new footage. They are requesting \$5,000 from DNC to assist in this project. The committee will wait to hear from the Port Manager before taking any action.

Lill Patrick arrived

PDXPOSED EPISODE BRAINSTORMING:

Magnuson commented she had spoken with Jon Olson regarding the raw footage left over from the last episode they filmed. If the committee would like to use the leftover raw footage, PDXposed as indicated it will cost \$6,000. Magnuson explained if the committee wishes to have access to that footage an item can be placed in next year's budget to purchase it.

Because the committee approved the filming of another 30-minutes episode by PDXposed, Jon Olson and his crew will be arriving in Newport to film February 12 through the 15th. Davis commented that Elizabeth Inn will be providing the accommodations for the crew during their stay. Magnuson indicated the committee can determine what they want the film to include, but once it is in the "can" it is a done deal. It was emphasized that lodging, outdoor activities, niche markets (romantic weekends and girls getaway weekends), and the arts be the main focus. Having the destination Newport website mentioned was also a priority of the committee.

E-MAIL SENT ON WEATHER REPORTING:

Davis distributed a copy of an e-mail that she had sent to KATU on January 2nd. She explained it had been sparked by a recent weather forecast their station had aired recommending people avoid the coast because of rain and wind. She stated she has not received a response as yet to her e-mail, but it appears there has been a more positive spin on the weather reporting for the coast since the e-mail went out. She said she is not taking credit, but if the e-mail got the message across to them, all the better.

MINUTES:

Patrick moved, seconded by McEntee to approve the minutes from the committee's December 11, 2008, meeting. On call for vote, all members present voted aye, motion carried.

BUDGET STATUS:

Shaddox inquired about the \$15,000 being proposed for the PDXposed 30-minute film, and if those funds were included in the advertising budget. Magnuson responded this would be a good time to review the budget. She distributed the updated budget overview. Magnuson explained that the committee, at their last regular meeting, had agreed to cancel the creation of one television ad at a cost savings of \$11,958. These funds could then go towards the PDXposed film, with the remaining costs to come out of contingency.

Magnuson indicated she would keep the committee posted monthly on any budget changes. She also informed Shaddox that she has a running spread sheet if he or any of the committee members would like to see this information.

Further discussion on PDX filming:

The committee discussed, at length, further ideas and recommendations they would present to Jon Olson prior to the creation of the new 30-minute Newport film. Just a few of those ideas included:

- Lodging to include hotels/motels and bed & breakfasts
 - Sunset shots from both the bay and beach
- Romantic weekends (include young couples to seniors)
 - McConnell suggested the secluded beach near Lucky Gap for filming a couple walking hand in hand
 - Couples dining at different restaurants
 - Going on a sailboat ride
- Outdoor activities – hiking, biking, birding, golfing
 - Certain trails suggested – Big Creek Park to Agate Beach Wayside
 - Couple running on the beach – Newport Marathon scheduled in June
 - Clam digging
 - Sleepover with the Sharks

- Promote the arts

- ✚ Writers on the Edge
 - ✚ February 14th—Nancy Mittleman-Merken’s dance company performing
 - ✚ Have local musicians performing at the end of the PDXposed film, rather than a Portland musician
- Promote the shuttle bus route
- Shaddox commented that the agreement with PDXposed indicates a check will need to be ready on their first “shoot” day. Atkinson said she would make sure that occurred.

New Logo Creation for Agate Beach Business Area:

Atkinson mentioned that it has been brought to the city’s attention that Agate Beach is a distinct business area of the city, and should have its own logo. It was noted they do not have an active association at this time, but they have in the past. It had been suggested that the Yaquina Bay lighthouse, or a resemblance thereof, be used as their area logo. Grady Britton was asked to create a new logo for this area in the same manner as the current area logos. Davis said this would be very helpful for the new way-finding group that has been meeting and working on the way-finding project for the city. With Agate Beach being one of the entrance areas to the city, they really need a logo designating their area, Davis stated. Committee members concurred. Magnuson was noted that the brochure had just been reprinted, and would not have the new proposed logo, but it certainly could be added when they are printed once again.

KGW Weather Webcam @ the Embarcadero:

Atkinson gave an update on the proposed replacement KGW weather webcam, which would be located at the Embarcadero. She reported the webcam would cost \$25,000, and the monthly fee would be \$800. The Embarcadero has agreed to fund half of that cost, which would leave \$400 per month, or \$4,800 yearly the city would need to pay. Davis inquired if this \$800 includes maintenance or if it only pays for the feed to the webcam. Atkinson was not certain, and said she would need to check with Hawker who had been doing the research on the project. It was the general consensus of the committee that they would like to see the weather webcam restored at the Embarcadero. Patrick said it is an excellent piece of advertising for the city, at a reasonable cost. Shaddox commented if we do purchase the webcam and agree to pay half of the monthly fee it could take away from other proposed advertising for next year.

McConnell commented there were a couple of other weather cameras located throughout the City that cost nothing. Magnuson and a few committee members indicated the views from those particular cameras did not project a good image. It was also mentioned the viewing audience would not be as large as those watching KGW.

OTHER:

McConnell inquired about the committee’s motion from their last meeting to turn back all decisions to the Council with regards to the Special Event/Activity Grant Fund Applications. He asked if committee members were upset with the Council on this issue. Committee members expressed they were not, but there had been some confusion with regards to the process. A few suggestions were shared on how to refine the

process, and McConnell stated this matter was back on the Council's agenda for January 20th.

Magnuson reported the "promo" pages on the website have all expired, and she would be sending out an e-mail to those currently participating to see if they would still like to keep their promos active. Atkinson inquired if Magnuson would be e-mailing other businesses to see if they wanted to post a promotion. Magnuson responded she has been depending upon this committee to get the word out to the other businesses in their respective business districts. Both Davis and Lewis indicated they could post this information on their websites to assist in getting the word out for Newport businesses to offer promotions on our website.

Magnuson also reported she has been contacting a few city businesses that are not on our website and inviting them to send their information to Grady Britton and she will get their information on the site.

Magnuson distributed the January media updates, as well as the weekly project updates for the committee's review.

It was noted that the normal committee meeting times are the second Thursday of each month at 2:00 p.m. in Conference Room A, which would make the committee's next meeting date February 12th.

There being no further items to discuss, the meeting adjourned at approximately 3:45 p.m.