

**DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
JANUARY 14, 2010
2:00 P.M.**

CALL TO ORDER

The January 14, 2010, meeting of the Destination Newport Committee, was called to order at 2:00 P.M. Members in attendance were Ric Rabourn, Carrie Lewis, Lil Patrick, Raquell Teague, John Clark, and Lorna Davis. Staff in attendance was Jim Voetberg, City Manager and Peggy Hawker, City Recorder. Also attending (at 2:30 P.M.) was Lindsay Magnuson, from Grady Britton Advertising.

DISCUSS STATUS OF CURRENT CONTRACT

Voetberg reported that the contract with Grady Britton expires on June 30, 2010, and that the Committee should decide whether to extend the contract with Grady Britton, issue another RFP for advertising services, or some other combination. A discussion ensued regarding what components of the advertising needs could be handled locally. It was agreed to ask Grady Britton for a cost breakdown for the website, creative, and media buys for the current fiscal year with estimated costs through June 30, 2010. Voetberg will ask the agency what services they could provide with a contract that is ten percent less than the current contract.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the November 19, 2009 meeting;
- B. Report of Accounts Paid in December 2009.

MOTION was made by Patrick, seconded by Rabourn, to approve the consent calendar as presented. The motion carried unanimously in a voice vote.

REVIEW MEMORY DERBY ENTRIES – SELECT WINNERS

Copies of the written memory finalists were distributed to the Committee for review. The photographic entries were displayed. It was the consensus of the Committee that the top three winners are (in order):

Boardwalk on the Bay (written);
Streams in Sand (photograph);
Newport Sunset (written).

Winners will be notified by the Chamber, and a press release will be issued regarding the contest, its winners, and its conclusion. It was suggested that the winning entries be discussed on the blog. It was also suggested that the editorial responsibilities for the blog be shared throughout the Committee. The Memory Derby closure will be announced on the website.

PROJECT STATUS REVIEW

Magnuson reported that the project is in the maintenance phase. It was reported that the Oregon Coast magazine will be sent to an upcoming German trade show. A discussion ensued regarding the banner on I-84 and the extra value received from that. A discussion ensued regarding Twitter users and followers, and it was noted that the Coos Bay twitter was going well. It was noted that an expansion into Facebook is under consideration.

CONSIDER REQUEST FROM NEWS-TIMES FOR LINK TO THEIR WEBSITE

The Committee discussed a reciprocal link from the News-Times website to the Discover Newport website, and agreed not to proceed with this request.

SEAPORT AIRLINES OPPORTUNITY

It was agreed to table this item until additional information was available.

WELCOME CENTER BROCHURES

It was noted that there are nine welcome centers in Oregon beyond what Certify supplies. The new welcome center at PDX is handled by Travel Oregon.

OTHER BUSINESS

Voetberg reported that the City Council will be receiving and reviewing the airport business plan. He noted that the airport costs approximately \$400,000 from transient room taxes annually.

Voetberg reported that the wayfinding project is a bit behind schedule, but moving forward. It is anticipated that signage will be in the ground by early summer.

NEXT MEETING

The next meeting will be held on February 11, 2010, at 2:00 P.M.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:32 P.M.