

**DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
October 14, 2010
Conference Room "A" -- City Hall**

CALL TO ORDER

The October 14, 2010, meeting of the Destination Newport Committee, was called to order at 2:10 P.M. Members in attendance were John Clark, Carrie Lewis, Raquell Teague, and Lorna Davis. Staff in attendance was Jim Voetberg and Cheryl Atkinson. Council liaison, Mark McConnell was in attendance. The ad agency representative attending was Lindsay Magnuson.

PDXposed

Davis gave an update on when the Newport PDXposed recent episodes would air. She also reported the calls they receive on the 1-800 number have declined, but when the PDXposed episodes run, the telephone calls increase dramatically.

CONSENT CALENDAR

The consent calendar consisted of the following items:

1. Minutes of September 9, 2010.

MOTION was made by Clark, seconded by Teague, to approve the consent calendar as presented. Motion carried in a voice vote.

DISCUSSION – MEADOW BILLBOARD CONTENT

Davis reported the Newport City Council had approved the Meadow billboard proposal. She stated that the billboard content must now be determined. Magnuson reported there is a short turnaround time to attain content for the billboard, since it needs to go up by November 1st. The "crab boy" is no longer available, per Magnuson. Discussion followed on different views that could be used for the billboard. The consensus of the committee members present was to make sure the viewer knew they were looking at Newport, and not Seaside or Cannon Beach. The bridge was suggested as uniquely Newport.

McConnell stated there is a subcommittee working on getting the word out to the locals that they need to utilize the local airline carrier. This group is trying to let local citizens know "if they don't use it, they lose it", especially after the airline subsidy ends. He asked if it would be possible to place "Fly ONP" on a corner of the billboard to help get this word out. Committee members concurred with this request.

The general consensus of the committee was for Magnuson go forward with finding an appropriate photo from their collection that could be readied, along with the "Fly ONP"

logo. She would then forward it to Ward Farrell at Meadow Outdoor Advertising. Davis said she would also be in contact with Mr. Farrell with regards to the work and the contract. Jeremy Burke, from the "News-Times" has been working on the "Fly ONP" logo and will forward Magnuson their high resolution file for use on the billboard.

Magnuson said she would forward the recommended photos from the agency for committee input. However, she asked committee members to respond quickly because of the short turnaround time.

"COAST FOOD & ARTS" MAGAZINE:

Jerry Liphardt, publisher of the "Coast Food & Arts" magazine was present. He explained the magazine is published three times a year, spring, summer and a combined fall/winter edition. The number produced is 20,000, with 15,000 being distributed in the Cannon Beach area, and 5,000 making it to the Lincoln City/Newport area. Because of the quality of the piece, Liphardt said he could see it being used as a fulfillment piece. This is a free publication, at this time, and it meant to be a tourist vehicle. They may be expanding to the Portland market soon. Mr. Liphardt thanked the committee for their time. No action was taken.

BROCHURE REPRINTS:

Magnuson said it is time to look at doing reprints for the brochure, so this would be an excellent time to discuss who will be doing the reprints, and whether any changes need to occur within the brochure. She stated they have been asked to check with a local printer, and they did contact Jeremy Burke at the "News-Times."

Magnuson reported that we had been in the "Mile by Mile" guide, but she was not sure if the committee wanted to continue placing an ad with that publication. Davis commented that this particular guide and the "Travel Oregon" piece usually has a smattering of other Newport businesses, so we may not want to put our money into that particular pot.

A lengthy discussion then followed with regards to suggested changes in the brochure:

- Davis said we need to try and find a more beautiful, captivating and visually stimulating photo for the front of the brochure that was not quite so busy as the current one. A boat in the bay showing the bridge was one suggestion.
- Remove the sand dollar small photo along the bottom of the inside of the brochure, as we do not have those types of sand dollars, and also remove the foam along the bottom of the front of the brochure.
- Suggested adding a small photo of razor clamming to replace the sand dollars.
- Put the frames back around the neighborhood icons.
- Change verbiage on the inside flap from citizens to residents.
- Bold "Discover Newport" and the phone number.
- Add Fly ONP on the map

- Suggested adding Jellyfish Jubilee, Wild Seafood Weekend, and Newport Half Marathon
- Suggested many changes to the map, such as: having the background an off-white color, remove city center and beachfront marking, add Yaquina Head and lighthouse onto the map (extend), and reverse the south lighthouse location to the other side of the road.
- Remove blue circle indicating deco district, as it is much larger in size than depicted.

Magnuson said she would prepare an estimate for all the changes and provide it for the committee.

Jeremy Burke, Editor of the “News-Times” was present and asked a few questions with regards to the production of the brochure. He stated that the “News-Times” could not produce the brochure for less than the firm Grady Britton has been using in the past to print the brochure, and have the same quality.

HOMEPAGE DESIGN REVISION & CONTENT PAGE REVIEW

Magnuson shared the home page remake, which she explained would help to make the site more up-to-date. The committee asked if the home page graphic could rotate in new photos, or if not, could the visitor go to a slide show to see the photos. Magnuson said she could make the home page have rotating photos. The new home page theme would be “The Crab Catchers Tale”, and Magnuson said it could run through December. Davis indicated the webpage needs to portray accuracy, and we are preparing to go into our storm season, which is not conducive to crab catching. Magnuson said culinary photos could be rotated to depict the theme. The general idea is to have a main theme on the homepage, and then add snippets that would connect with this theme.

Clark said he likes the concept, but wants to make sure that event timeline on the web are kept current, and named a few other updates needed on the site. Clark said he understands we have a limited budget, but he would like to see these tweaks made. It was suggested that the newsletter be removed, as it is dated.

MOTION: Teague moved, seconded by Clark to approve the budget for the new concept on the website, and to make the corrections and tweaks that were suggested by Clark. On call for vote, all members present voted aye, motion carried.

It was also the general consensus of the committee to make sure their was a rotating slide show on the home page, and to have the newsletter and e-mail burst removed from the website.

UPDATE ON FALL CONTENT DEVELOPMENT PROJECT/CONTEST

Magnuson asked if the committee thought it would be a good idea to run a simple contest the last week of the radio ads to gain added value. She suggested a free two

night stay, with dinner, and tickets to visit the Aquarium would be a nice prize. Committee members agreed with the idea.

OTHER BUSINESS

“Mile x Mile Guide” -- Magnuson reported they receive many proposals, such as the “Mile x Mile Guide” for advertising throughout the year, and she will be passing those along by e-mail to the committee for their consideration. She also asked if we want to overlap our contest with what PDX is doing, or do we want to wait until December. Committee members indicated they did not wish to overlap and beginning in December would work.

Magnuson shared the estimated costs for the fall program, which included \$10,350 for the website homepage template update; \$5,375 for website additional content development; and \$2,750 for fall radio spots. Magnuson stated the ad agency would still have half of the creative budget left following the fall program.

Davis requested that the cost estimates continue to be segregated out and explanations be given for costs, as this is helpful for the committee. Magnuson said she will do that and will send it to the entire committee. She said she would be forwarding a packet of information tomorrow to the committee.

NEXT MEETING DATE

It was the general consensus of the committee that a November meeting would not be required; therefore, the next Destination Newport Committee meeting would be held December 9th, same time, same place. Magnuson said she would also be forwarding all the recommended changes to the brochure for the committee to approve.

ADJOURNMENT

There being no further business to come before the committee the meeting adjourned at approximately 4:10 P.M.