

**DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
December 9, 2010
Conference Room "A" -- City Hall**

CALL TO ORDER

The December 9, 2010, meeting of the Destination Newport Committee, was called to order at 2:08 P.M. Members in attendance were John Clark, Carrie Lewis, Raquell Teague, Ric Rabourn, Lill Patrick, Gabe McEntee, and Lorna Davis. Staff in attendance was Cheryl Atkinson. The ad agency representative attending was Lindsay Magnuson.

CONSENT CALENDAR

The consent calendar consisted of the following items:

1. Minutes of October 14, 2010
2. Review of Accts. Paid in October 2010

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

BROCHURE REVIEW WITH FINAL APPROVAL:

Magnuson distributed sample brochures incorporating all of the changes that had been suggested via e-mail, and from the committee's last meeting. Rabourn suggested removing the Fly ONP Newport logo, but retaining the line that has the pertinent information listed. A committee member recommended that this line be in a color that would make it stand out. One of the photos had been changed to a bucked of clams, and not an action shot. Magnuson asked if that would suffice, and committee members agreed that it would. It was determined not to use the photo with the three surfers, as there would be an extra cost. Lewis shared a photo she had that she thought could work to replace the surfing one, and shared with the committee. She said she could send it to Magnuson. There was a brief discussion on whether Sea Fest was going to occur this year. The members indicated it was not a sure deal, so to leave it off the brochure this time around. It was the general consensus of the committee that with the suggested changes from today's meeting, and the others that had already been incorporated the brochure was close to being ready to run.

MILE X MILE GUIDE AD REVIEW/FEEDBACK

Magnuson shared a sample of the ad they would be placing in the "Mile x Mile Guide". The two photos that were displayed in the ads were not satisfactory to the committee. It was suggested the agency change out the photo with one that depicted a large pile of Dungeness crabs. Magnuson said she was sure they had one, and she would change the photo out. Clark asked when the ad needed to be ready, and Magnuson said by December 22nd.

WEBSITE ANALYTICS

Magnuson reported the website visits were down dramatically. In fact they were lower than ever before. She said one of the reasons this could be occurring was the fact that our advertising this fall had been rather sparse. She shared the media breakdown from the previous fall to this one. The agency plans to regroup after January and get more out in media, as they do not want our campaign to go dark another season. Magnuson reported the analytics indicated the most visited areas on our site continued to be lodging.

Davis commented the ad agency had recommended pushing radio this year, and she said radio does not necessarily drive folks to our website. Many are in their vehicles, and not able to jot down the website address while driving.

Clark commented he had heard one of our radio ads on KEX recently, and it had mentioned nothing about our website address. Magnuson said that should not be happening, and she would contact KEX to ask for a credit, and to inform them the ad should include all the verbiage provided to them. Clark also commented the committee may want to find out what kind of budget the Council will be approving for the coming year.

Davis inquired if all the changes requested to be made on our website had occurred, and Magnuson said they had. Magnuson also commented the video footage from the Wild Seafood Weekend had not turned out as well as she would have liked because of the background noise, so the agency had not billed us for that.

Magnuson indicated the agency was reserving the budget for print now, and they are also thinking about doing some cable ads. Magnuson asked how the room taxes were doing, and most members indicated their businesses had experienced a bad November.

Davis recommended to move forward with a new look and not have all our eggs in radio, she offered Chamber staff to begin and manage twitter and face book on our Destination website. She said it could not begin until after the Seafood & Wine Festival, as her staff's time will be dedicated entirely to that event until it is over.

Magnuson reported the radio contest is going well, and it appears it is mostly valley folks that are participating. Magnuson also reported that all of the PDXposed shows have been added to the website.

OTHER BUSINESS

Photography Discussion Prep for 2011)

The committee has requested to see all photography that the ad agency has on file, and how to provide that information to the committee was discussed. Magnuson stated she could place them on contact sheets, or copy a couple of CD's. She estimated there could be as many as 850 photos, and she indicated they were not organized in any formal way. It was determined that Magnuson could bring the photo contact sheets for the committee's January meeting for review.

Timely Responses to E-Mails

Davis said we need to get back to having the ad agency forward information only to City Manager Voetberg, Committee Chair Davis, and Atkinson, rather than the entire committee. Davis will then forward the information onto committee members for their review and response. Davis said members will be given approximately two days to respond, and if she has not heard from members in that timeframe, she will assume they agree with whatever proposal has come down from the ad agency. She said it became evident when she was out of the country and trying to respond to e-mails there was a problem. David said returning to this method will not only save time, but budget with Grady Britton.

Update on Howard Shippey DVD

Atkinson reported the Port of Newport billed the City for \$7,500 in October for a portion of the work done on the Howard Shippey DVD. She shared the invoice with committee members. It was noted which agencies had confirmed, and which are still pending payment on the DVD. The City still has \$2,500 of pending funds, of the \$10,000 committed.

Report – Tourism Marketing Grant Applicant – OCCA – Jazz at Newport

Catherine Rickbone, Director of Oregon Coast Council for the Arts, gave a detailed, but brief report, on the marketing that was able to occur because of the funds they received from the Tourism Marketing Grant approved by the Destination Newport Committee and the City Council. Following her report, she said if the committee has questions or any concerns with regards to this event, to please give her a call.

Promo Page on Website:

Davis said because of all the requests they receive at the Chamber for promotional type coupons, she would like to ask committee members to attempt to add one new business and its promotion to the promotional page on our website. She said it would be great if they could consider this their homework prior to the committee's next meeting.

Davis also shared an example of a coupon book that is used in Portland, and said it might be something the committee would like to consider for the future.

Next Meeting

The committee's next meeting will be held on January 13, 2011, at 2 PM, same location.

ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at 3:15 p.m.