

**DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
February 11, 2010
2:00 P.M.**

CALL TO ORDER

The February 11, 2010, meeting of the Destination Newport Committee, was called to order at 2:00 P.M. Members in attendance were Carrie Lewis, Lill Patrick, John Clark, Gabe McEntee and Lorna Davis. Staff in attendance was Cheryl Atkinson, Executive Assistant. Lindsay Magnuson, from Grady Britton Advertising, joined the meeting at approximately 2:20 p.m. via conference phone.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the January 14, 2010, meeting;
- B. Report of Accounts Paid in January 2010.

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

PRESENTATION – JEREMY BURKE, PUBLISHER, NEWPORT “NEWS-TIMES”

Mr. Burke shared a sampling of the “News-Times” advertising products they are producing to attract tourists to Newport and Lincoln County. He briefly reviewed each publication with the committee. He said if the opportunity presents itself, the “News-Times” staff would like to work with the City. He was asked if the “News-Times” can produce brochures. He responded they can, and have a very good designer on staff.

REVIEW & DISCUSS INFORMATION REQUESTED BY THE COMMITTEE AT THEIR JANUARY 14TH MEETING TO BE PROVIDED BY GRADY BRITTON

Magnuson reviewed the proposed 2010-11 budget emphasizing the following:

- Refresh website, with a focus on making homepage more flexible
- Addition of Facebook strategy at a later date
- Addition of new cost-effective photography to website
- Fresh creative to drive more traffic to the website via online advertising
- Utilize print photography across multiple media.

Davis asked if the agency in the budget overview for 2009-10 could break out the hard costs for media services, creative, and website from the ad agency services cost. Magnuson indicated she could create a subtotal for that information.

Magnuson stated one of the main questions the agency has for the committee is whether or not they wish to continue with the outdoor and print advertising during the 2010-11 fiscal year. McEntee indicated she liked using billboards. Lewis said she would like to revisit billboards and social marketing, and to have a focus for more online advertising. Patrick recommended staying with online and television. Clark said he had questions with using social networking for marketing. Clark said he recognizes the growth of social media, but questions its effectiveness for marketing unless it is managed properly. He would like to know how much of our budget would be used for such an effort. He feels there is still a large portion of the population that does not use it to make travel decisions.

Magnuson was asked to update both budget documents with the recommendations discussed at today's meeting, and send it out by the end of next week to committee members.

SCHEDULE ADDITIONAL MEETING IN FEBRUARY

It was noted that a second meeting in February needed to be scheduled because the City's budget meetings are not that far down the road, plus Davis could not attend the March meeting. It was determined that a special meeting would be scheduled for Wednesday, February 24th from 8-10 a.m. This meeting will take the place of the committee's regularly scheduled meeting of March.

OTHER BUSINESS

Magnuson asked for ideas to include in the spring e-mail that she will be sending out soon. Suggestions included Restaurant Week – March 25-April 1st, whale watching, and Nye Beach Mystery Weekend.

Clark inquired about the DNC blog estimate, and whether the committee wants to go forward with it. It was the general consensus of the committee to table the blog development until at least the February 24th meeting.

Lewis shared that the Aquarium will soon be offering free admittance with the donation of canned food. This is to help stock the shelves of Food Share, and will be occurring during a portion of March and April.

Committee members provided the following suggested items for the February 24th agenda:

- Review current room tax revenues
- Review updated website analytics

- Review updated 2009-10 budget
- Review proposed 2010-11

Davis asked if one of the packets provided by Jeremy Burke could be forwarded to Magnuson. Atkinson said she would take care of it.

ADJOURNMENT

There being no further business to come before the committee the meeting adjourned at approximately 3:05 P.M.