

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
February 12, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the February 12, 2009 meeting of the Destination Newport Committee to order at approximately 2:05 P.M. Members in attendance were Lorna Davis, Gabe McEntee, John Clark, Lill Patrick, Ric Rabourn; and Deborah Trusty. Grady Britton representative, Lindsay Magnuson, was present via conference call. Council liaison, Mark McConnell, was present, and staff representatives present were Dale Shaddox, Gary Firestone and Cheryl Atkinson.

Gary Firestone, City Attorney, explained his purpose for being present today was to announce that the City will begin having scheduled air service on March 15, 2009. The City and the Port of Astoria are currently negotiating a contract with Seaport Airlines to provide this air service. Firestone said it would be good to get this information on our website as soon as possible, and committee members concurred. Magnuson said she would begin working on it right away.

MINUTES

Patrick moved, seconded by Clark to approve the minutes from the Committee's January 14th meeting. On call for vote, all members present voted aye, motion carried.

PROPOSED AGATE BEACH ICON & COSTS ASSOCIATED

Shaddox explained he had received the estimated cost to create the new Agate Beach icon from Grady Britton. He stated in his opinion the cost seemed high, and he wanted to hear from the committee members before approving. Following a brief discussion, it was the general consensus of the committee to have Grady Britton check with the illustrator to see if he could provide the icon at the original cost of the first four icons he had provided, which was \$1,800.

STATUS REVIEW

Magnuson reported the website promos will be expiring at the end of the month, and she has been informing those involved. The weather link was discussed because of a complaint that had been received. It was determined the current link was quite adequate to fulfill the weather needs for the users. It was also determined that when a request is received by Magnuson to make changes on our website, she would first need to check with the chair of the committee prior to making those changes. Also adding items to the website should first have approval by the chair.

TWITTER FOR NEWPORT

Magnuson had forwarded samples of a few ideas for "twittering". She noted this is a speedy method of getting the word out electronically to our visitors about the great things going on in Newport. The pros and cons of "twittering" were discussed.

MOTION: Clark moved, seconded by Patrick to have a “twitter” trial run using the samples provided by Grady Britton, and to reevaluate the program in a month. The motion carried in a voice vote.

SPRING E-MAIL CONTENT BRAINSTORM

Magnuson reviewed Grady Britton’s ideas for the spring e-mail. She explained it needed to have one main image and should be unique to Newport. A few suggestions were: Rogue Brewery, the upcoming Restaurant Week and/or the story of Nye Beach. Other ideas mentioned were the Newport Marathon, the Brewer’s Fest in May, the Nye Beach Murder Mystery Weekend in March, and then the upcoming new airline service to Newport. Magnuson said she would proceed forward with those suggestions, and whichever story she does opt for, it will include mention of our great lodging and the multitude of activities available when in Newport.

FACEBOOK

Magnuson explained that if the committee decided to have Grady Britton build a profile to place on Facebook, it would be an additional way to gain exposure. Davis recommended the committee see the original profile prior to it being launched. Committee members concurred.

CHAMBER VISITOR GUIDE

Davis gave a brief history of the guide, and explained it is time to be reordering if the committee chooses to place an ad in the guide this time around. She noted she would be abstaining from any voting on this matter, since it is a Chamber brochure. Discussion ensued on the type of ads and the best location for the ads.

MOTION: Rabourn moved, seconded by Clark to purchase the two-spot ad in the “Chamber Visitor Guide” at a cost of \$1,795. Under discussion, it was suggested the ads be changed, and Davis assured the committee that they would have an opportunity to discuss content at a later date. On call for vote, all members present voted aye, motion carried.

OTHER

Magnuson indicated the Madden ad would be out in newspapers in mid April. Davis stated the Chamber gets thousands of leads from this ad.

Davis reported that KPTV would be doing a travel piece on Newport on Friday, February 13th, and there was a local connection with one of their reporters.

Davis distributed the tentative schedule for the PDXposed film crew, who would be arriving this weekend to film to second episode on Newport. She reviewed the schedule in detail with the committee to make sure nothing was missed.

It was determined the next committee meeting would be March 19th, as Davis had a conflict on March 12th.

There being no further business to discuss, the meeting was adjourned at approximately 3:50 p.m.