

CALL TO ORDER

The February 14, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:08 P.M. In attendance were Carrie Lewis, Lil Patrick, John Clark, Neal Henning, Dean Sawyer, Neal Henning and Lorna Davis. Also in attendance was Cindy Breves, Executive Assistant. Visitors included, Randy Joss, John Stafford, Russ Johnson, John Zukin, Brad Parsons and Leigh Deinert.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the January 10, 2013, meeting
- B. Review of Accts, January, 2013

Under discussion, Davis commented that the review of accounts did not depict the \$25,000 set aside for contingency. She also noted the review of accounts depicted the actual expenditures through January of 2013, with anticipated costs through June of 2013.

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

MEDIA CONSIDERATIONS

Committee reviewed Eugene Magazine proposal, Lewis asked when their deadline was. Sawyer answered the 22 of February. Davis commented that it was a pretty quick turnaround and stated that committee had done a spring and fall full page ad last year.

Northwest Travel Magazine proposal, Davis commented that he presented at the last meeting and the committee was interested in the lighthouse edition but the deadline was moved up so the committee could not decide at a meeting in time, therefore the committee had to pass on the proposal. Davis shared copies of the editorial calendar, Northwest Travel suggested that the committee run an ad and it did not matter what the editorial is. Davis commented that there is nothing on the editorial calendar that has anything to do with the Central Oregon Coast.

International Guide, Davis explained that the committee took out a hard cover Bend, we asked for proposal on back cover of the Oregon Coast book and the distribution for that one, the cost is \$3,000.

Davis shared the Go-Oregon proposal that sent us information about different destination cities that they have built websites in the past. She thinks in the past the committee has passed based on the fact Newport already has a destination website.

Eugene Emeralds proposal was reviewed. Davis shared that this proposal was again for the summer. The Emeralds are considering purchasing a crab suit to really play it up at the breaks. They do crab races, to catch a crab and a text message drawing.

Russ Johnson, 1859 magazine, gave a brief presentation. He shared samples of the magazine which is a state wide life style magazine. Davis asked about a previous offer. Johnson explained that it was

an inside back cover that came available and was quickly taken. He shared some Oregon Facts. In the March/April edition the 72 hour section will focus on Newport. Lewis asked what percentage of distribution goes outside of Oregon. Johnson answered that about 5% is distributed outside with at least one subscriber in each state. Lewis shared that it is a nice publication that is nonspecific. Davis explained that we are a City committee and therefore can't vote by email and that anything over \$5,000 must be voted on by Council which can move the timeline out another four weeks. Johnson extended the 6X rate to the committee for the year.

The committee reviewed the DiscoverNewport.com Ad, there were no questions.

Brad Parsons, Meadow Outdoor, was present at the meeting, and did have Bend billboard placement locations to share with the committee. Davis briefly described the new locations and costs. Sawyer commented that the Redmond sign was in a unique location.

Leigh Deinert from CBS outdoor assisted the committee with deciding on a picture for billboard design and poster campaign. A discussion ensued as to which picture would be best and how we could change the designs to look better on a billboard.

OTHER

Randy Ross from KEZI 9 ABC News presented a proposal for spring. \$5,000 a month with extra runs for the committee and uses the committee's ads when there is open inventory. Last fall ran about \$50,000 of air time for DNC. Because this is not a political year they will have more available slots. For future reference they do the station in Bend and Medford.

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

Davis pointed out that we have about \$40,000 budget for the next few months.

Davis was going to get additional information for the Emeralds costs we have some time to make that decision and that will come out of next year's budget.

Lewis suggested that the committee pass on the Meadow Boards with what we have left in the budget. They are both on the left side of the road. Davis commented that \$425 price for the Chemult sign was a good price. Davis and Lewis did not care for the Redmond board. Davis liked the bike billboard because it is the type of activity that people traveling in area would enjoy. After Discussion this ad was tabled, with the decision at the March Meeting.

Committee said no on GO-Oregon.com. proposal.

MOTION: Henning moved seconded by Clark to run an ad on the back cover of the "Oregon Coast Hard Guide for Visitor Choice" for the amount of \$3,000, running the same ad except having the QR code go to discoverynewport.com website. On call for vote, all members present voted aye, motion carried.

Committee decided to take a look at Northwest travel for fall/winter at a later time.

MOTION: Henning moved, seconded by Patrick to approve the expenditure of \$1450 this year and \$1450 for next year, for a half page vertical in the "1859" magazine May/June and Sept/Oct issues, using the same ad as in the 50 feet wallscape. On call for vote, all members present voted aye, motion carried.

MOTION: Lewis moved, seconded by Clark to approve the expenditure of \$1895x2= 3,790 to place a 2/3 page ad in the "Eugene Magazine", twice once in fall and another in spring. The motion carried unanimously in a voice vote.

MOTION: Henning moved, seconded by Patrick to run Destination Newport Television advertising on KEZA NEWS 9 through April-May-June at the cost of \$5,000 per month. The consideration will go before the City Council on March 18th due to scheduling conflict.

Under additional discussion, it was determined to table the Meadow billboard Board until the March Meeting.

Davis gave a brief update of the Howard Shippey DVD it is done. The Port now has to figure out the money to mass produce the DVD. Don asked if Davis would hold off on putting the video on the web. They would like to try and sell some to recoup some of their costs. They sell them at Port offices and some local markets.

Davis commented it would be nice if the committee could vote via email and make advertising decisions.

Breves asked if it was necessary for all packets to be in color. The committee agreed that one or two color copies was enough the rest could be black and white.

MOTION: Lewis moved, seconded by Clark to change Destination Newport Committee Meeting to be held the third Thursday of the month. The motion carried unanimously in a voice vote.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:20 P.M.