

**DESTINATION NEWPORT COMMITTEE
SPECIAL MEETING MINUTES
February 24, 2010
8:00 A.M.**

CALL TO ORDER

The February 24, 2010, special meeting of the Destination Newport Committee, was called to order at 8:05 A.M. Members in attendance were Carrie Lewis, Lill Patrick, John Clark, Gabe McEntee, Ric Rabourn, Raquell Teague and Lorna Davis. Staff in attendance was Jim Voetberg, City Manager, and Cheryl Atkinson, Executive Assistant.

REVIEW CURRENT ROOM TAX FIGURES

The current room tax figures were distributed. Davis indicated there was a discrepancy with the numbers, and Voetberg said he would ask Ross Schultz, the Interim Finance Director, upon his return from vacation.

REVIEW UPDATED 2009-10 BUDGET OVERVIEW, AND PROPOSED 2010-11 BUDGET AND DISCUSS FY 10/11 GOALS

A discussion ensued with regards to how much of the contract could be done with local businesses. Davis explained what portions of the contract are already being done by local agencies. She further reported on what fulfillment duties the Chamber provides for the City, and the coordination between the ad agency and the Chamber.

McEntee commented that television is still a very powerful tool, and she would like to see it continue in the budget. Patrick indicated she would prefer to see more dollars spent locally than in Portland. Teague concurred.

The outdoor billboard projected costs were discussed. Davis spoke about a firm called Ad Walls that contacted her, and the costs appear to be much lower than Grady Britton are projecting. Both McEntee and Teague stated more billboards are needed.

Lewis commented that in her opinion print does not work, but online material and outdoor does. She further stated the Memory Derby did not really work in drawing more visitors to Newport, but the incentive gimmicks offered online by the different businesses does work.

It was the general consensus of the committee not to promote tweeting nor face book. Davis said if social media would be something down the line the committee would like to see occur, the Chamber has a person who is quite good at it.

Committee members discussed whether or not to put out a request for proposals, or to retain Grady Britton. They discussed, at length, the different services provided by our ad

agency, and whether or not some of these services could be handled locally. Following the discussion, Voetberg was asked to contact Grady Britton about reducing the scope of their work to creative development and media buys, and for them to provide a proposed budget for these services. Once they hear back from Grady Britton, a decision and recommendation can be forwarded to the City Council on how best to proceed for the advertising services for the City of Newport.

OTHER

Atkinson explained the committee would need to meet in March, which was different than last discussed. She noted the Tourism Grant Application deadline is March 1st, and the committee will need to review any applications that might be received. They would then make a recommendation to the Council. It was determined to hold the committee's next meeting on March 18th at 2:00 p.m.

ADJOURNMENT

There being no further business to come before the committee the meeting adjourned at approximately 9:45 A.M.