

**DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
March 18, 2010
2:00 P.M.**

CALL TO ORDER

The March 18, 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, Ric Rabourn and Lorna Davis. Staff in attendance was Jim Voetberg, City Manager, Cheryl Atkinson, Executive Assistant, and Gene Cossey, Airport Director. Guests were Mark Watkins, Airport Committee member and Dave Morgan from www.lincolncountytoday.com. Lindsay Magnuson, from Grady Britton Advertising, joined the meeting at approximately 3:05 p.m. via conference phone.

AIRPORT GUESTS

Gene Cossey and Mark Watkins, representing the airport, introduced themselves. They indicated they were attending today's meeting to let the committee know they would like to become more involved with this committee, and to make sure the Airport was being fully advertised. Watkins commented the Airport is a very valuable resource for our community, and adds another travel segment for our visitors.

Davis reported the Chamber had added an Aviation Trade Show to their schedule this year upon request. Watkins said he would appreciate airport events to be listed on the www.discovernewport.com website. The committee suggested if there are airport events coming up they should contact the City Manager's office, and they will forward the information onto Grady Britton.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- Approval of minutes from the regular meeting of February 11, 2010, and minutes from the special meeting of February 24, 2010
- Report of Accounts Paid in February (invoices from Dec/Jan) - Monthly invoice review
- Overview sheet from Grady Britton

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

**REVIEW & DISCUSS INFORMATION PROVIDED BY GRADY BRITTON
WITH REGARDS TO 2010-11 BUDGET**

Voetberg distributed a February 19th and a March 4th version of Grady Britton's (G-B) 2010-11 proposed budget. Committee members discussed removing some items from the budget, as they are currently being handled by other agencies. Also discussed was the need to use local vendors as much as possible, but at the same time not make the current budget too fragmented. Some discussion occurred on whether to renew the current contract, or put out a request for proposal. The current three year contract with G-B will end on June 30, 2010, and according to the terms of the contract, the City must notify G-B of their intentions at least 60 days prior to the end of the contract.

Rabourn suggested inviting Frank Grady, and Lindsay, to attend the next Destination Newport Committee meeting. He stated it is important to share any concerns the committee might have before entering into another agreement with Grady Britton; and to provide any directions we want the ad agency to follow in the future. Committee members concurred.

Patrick commented, in her opinion, the city's room taxes that fund the advertising and marketing for the city, could come in quite lower than last year. Rabourn said he was not of the same opinion, as it appeared things were improving. He stated we should know better after March and the spring break numbers are calculated.

Davis indicated there were basically three potential motions the committee could consider. They were as follows:

- (1) Stay with Grady Britton and accept their February 19, 2010, proposed budget of \$270,000.
- (2) Go with a modified version of the February 19th proposed budget with some tasks being assigned to Grady-Britton and others to local vendors.
- (3) Put out a request for proposals with an emphasis to have the entire advertising and marketing contract be managed locally.

Patrick inquired if Grady Britton had a current city's business license. Atkinson said she was not sure, but she would check and report back.

MOTION: Rabourn moved, seconded by McEntee, to accept the proposed 2010-11 budget from Grady Britton in the amount of \$270,000, and to extend Grady Britton's contract for one year. Under discussion it was noted the City Council will need to ratify the committee's recommendation before the contract can be extended. On call for vote, all members present voted aye, motion carried.

3:05 P.M. – Magnuson, from Grady Britton, joined the meeting via telephone conference.

WEBSITE ANALYTICS REVIEW

Magnuson quickly reviewed the website analytics she had forwarded earlier in the day. She noted the period analyzed was from January 15th through March 15th, 2010. The

report also compared the 2010 numbers with 2009, during the same time period. She explained it is good to see these numbers to know which areas on the site are having the most traffic. It was also noted that some areas on our site were being visited by people from out of the country.

Lewis asked if it was time for businesses to renew their promotions, and Magnuson responded the ones currently listed will expire at the end of March. A few committee members requested their business offerings be renewed.

Magnuson said they will be updating and adding new search words with Google.

Davis stated the Madden ads have been received at the Chamber, and she will forward them onto Magnuson.

FURTHER CONSIDERATION OF 2010-11 ADVERTISING CONTRACT

Davis indicated the committee would like to have both Frank Grady and Magnuson to attend the committee's next regularly scheduled meeting, which is April 8th at 2:00 P.M. Davis further commented the committee is ready to make a recommendation with regards to the contract, but she stated any recommendations made by the committee must first be adopted by the Council before being ratified. Magnuson stated she would speak with Frank, and if he has no other commitments they will be at the April 8th meeting.

The phone conference ended with Magnuson at approximately 3:15 P.M.

CONSIDERATION OF TOURISM MARKETING GRANT APPLICATIONS RECEIVED AND RECOMMENDATION TO COUNCIL

Atkinson indicated the four grant applications had been e-mailed prior to today's meeting for committee members to review, discuss, and make recommendations for the Council. The committee's recommendations would be heard at the Council's April 5th meeting.

Committee members discussed the amount of grant funds that were awarded in the fall. It was determined the total amount awarded was \$6,000. This would allow adequate funding to be available when considering the spring grant applications.

The first grant application considered was the request from the Newport Symphony Orchestra in the amount of \$5,000 for a new marketing initiative. McEntee commented that this group's request will be used during the off season, and their performances do bring in visitors who fill hotel/motel rooms.

MOTION: Lewis moved, seconded by McEntee to support the grant application received from Newport Symphony Orchestra in the amount of \$5,000 for marketing their performances, and to forward the committee's recommendation to the Newport City Council. On call for vote, all members present voted aye, motion carried.

The second grant application was received from Oregon Coast Council for the Arts for the Jazz at Newport event with new dates in October. The amount requested for marketing their event is \$5,500.

McEntee said this is another great event that draws visitors to the community, and Patrick agreed.

MOTION: Clark moved, seconded by Patrick to support the request received from OCCA to market the Jazz at Newport fall event in the amount of \$5,500 and forward the recommendation to the Newport City Council. On call for vote, all members present voted aye, motion carried.

The third grant application considered was the request from the Pacific Equestrian Club to seek financial support in the amount of \$4,000 to advertise and promote the Lincoln County Fair.

Committee members discussed the event to be marketed and determined this was a county wide event. Most members agreed, in all likelihood, “no heads would be put in beds” for this event, which means no room tax dollars collected. Davis commented there is a Blue Ribbon Committee working on whether the Lincoln County Fair will even be an event next year.

MOTION: Patrick moved, seconded by Clark to deny the request from the Pacific Equestrian Club, as the criteria to award the grant was not met, and to forward this recommendation to the Council. On call for vote, all members present voted aye, motion carried.

The fourth grant application considered was the request received from the Friends of the Oregon Coast Aquatic Park for \$1,300 to market their half-marathon and 10 mile fun run to be held in September. It was determined this request does meet the criteria for a grant award.

MOTION: Rabourn moved, seconded by Clark to approve the request from Friends of the Oregon Coast Aquatic Park in the amount of \$1,300 for marketing their fall event – half marathon & 10 mile fun run, and forward the recommendation to the Newport City Council. On call for vote, all members present voted aye, motion carried.

OTHER BUSINESS

Voetberg shared a program he had received called “Community Video Tour Book Agreement”. Once the committee had viewed the site and the agreement, it was the general consensus of the committee not to commit any dollars towards this program.

ADJOURNMENT

There being no further business to come before the committee the meeting adjourned at approximately 3:45 P.M.