

MINUTES  
Destination Newport Committee  
March 18, 2011, 2:05 PM  
Conference Room A, City Hall

CALL TO ORDER

The March 18, 2011, meeting of the Destination Newport Committee, was called to order on the above date and time. Members in attendance were John Clark, Lill Patrick, Gabe McEntee, Ric Rabourn, Raquell Teague, and Lorna Davis. Staff in attendance was Cheryl Atkinson. Also present was Leigh Deinert, representing CBS Outdoor.

Davis reported that Voetberg would not be at the meeting today, but he wanted the committee to request that the ad agency plan no further marketing for the rest of the fiscal year, because of the tight budget constraints the City is currently facing.

DISCUSS ELECTION OF CHAIR & VICE CHAIR

Committee members determined to wait until their next meeting, when they have all committee members present, before discussing the election of a new chair and vice chair.

CONSENT CALENDAR

McEntee moved, seconded by Patrick to approve the consent calendar as follows:

- . Minutes – February 28, 2011, special meeting minutes
- . Review of Accts. February, 2011
- . Grady Britton-Invoice Overview

On call for vote, all members present voted aye, motion carried.

DISCUSS OUTDOOR ADVERTISING OPPORTUNITIES

Davis indicated five proposals had been received with regards to billboards and/or outdoor advertising. Proposals had been received from AdWalls, On Display Advertising, Meadow Outdoor, CBS Outdoor, and Clear Channel ID. The committee proceeded to review each proposal in detail, which included the availability, sizes, and costs for the billboards and/or AdWalls.

Some comments made during discussion were the AdWalls were not probably going to reach a big enough market; and the On Display ads were eye catching.

Leigh Deinert said she had attended today's meeting to answer any questions the committee may have with regards to their proposal. She addressed the I-5 corridor locations they have available. Deinert commented that CBS Outdoor currently has a "poster program", whereby they blanket a market area with whatever ad the committee would choose. She indicated they have a strong showing in the Eugene area, as well as in Albany/Corvallis. These poster ads

would be available now. The committee discussed the 100/50/25 showings per market area, and costs associated. Deinert explained the ad message could be changed every four weeks if that was the committee's wish.

McEntee commented that she thought advertising closer to home was an excellent idea especially in light of the rising gas prices. Teague asked if the committee was interested in acquiring a good I-5 billboard location first, and then blitzing the Eugene and the Albany/Corvallis markets. Rabourn said he liked the poster program. He suggested doing the 100/50/25 showing in the Eugene market and doing only the 100 in the Albany market. Committee members discussed the different I-5 corridor billboards, and determined they would like to go for the Jantzen Beach site. Deinert explained this particular board would not be available until after July 4<sup>th</sup>. She reported that a year program would cost approximately \$45,000. The question was asked if the Jantzen Beach billboard was illuminated, and Deinert said it was.

**MOTION:** McEntee moved, seconded by Patrick to participate in the CBS Outdoor's Poster Program in the Eugene market during the months of April/May/June with 100 showings for 4 weeks, 50 showings for 4 weeks and 25 showings for 4 weeks; and to do 100 showings in the Albany/Corvallis market for April/May/June, at an approximate cost of \$38,000. The motion also included the securing of the Jantzen Beach billboard location for a year at a cost of approximately \$45,000, and to be available after July 4<sup>th</sup>. The motion, and all it entails, will be contingent upon available funding.

Under discussion, Davis noted that the poster program will be funded by the current Agency side of the budget, and the Jantzen Beach billboard will be dependent upon what is remaining in the discretionary funds. On call for vote, all members present voted aye, motion carried.

Davis said she would check with Jeremy at the "News-Time" to see if JoAnn Weinert might have three or four good photos that could be used for the posters and billboard. Clark said he mainly wants to make sure the message is readable and clear. Davis said she still likes the verbiage the "edge of a continent, the start of an adventure". It was noted the turn-around time would be short. Also discussed was having the logo on the posters. It was the general consensus of the committee not to include the ONP logo.

### ANALYTICS REPORT

A conference call was placed to Grady Britton at approximately 3:15 p.m. Magnuson could not wait for the call, as she had another meeting she had to attend per the office assistant. Committee members noted there was a spike in the analytics once the site was switched to Wordpress, but this was at a cost of \$3,000. Davis said she could speak with Magnuson tomorrow if the committee members had any questions with regards to the analytics provided.

### OTHER

Davis said they are still receiving calls with regards to the Passport Program, and this committee may want to consider sometime down the road offering a discount book like is done in the Portland area.

McEntee said she was encouraged since the numbers are looking better for hits on the website.

Davis shared a couple of magazine offerings. She said she would e-mail committee members a copy of the offers for their review. Davis also reported we will need to fill out new paperwork with regards to the Welcome Centers for displaying our brochures.

Davis gave a brief report on her most recent trip to Berlin and the amount of connections that could be made at this conference.

Davis reported that "Next Stop" (Jon Olson & crew) would be filming in Newport in June for the new 30 minute television episode. The committee needs to come up with some ideas and direction for the film crew prior to their arrival. She said this is something that should be addressed at the committee's April or May meeting.

It was noted the next committee meeting would be April 14th. It was also noted this would be Cheryl Atkinson's last meeting with the committee, since she will be retiring the end of April.

There being no further business to come before the committee, the meeting adjourned at approximately 3:30 PM.