

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
March 19, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the March 19, 2009 meeting of the Destination Newport Committee to order at approximately 2:00 P.M. Members in attendance were Lorna Davis, Gabe McEntee, Lill Patrick, Ric Rabourn; Carrie Lewis, and Deborah Trusty. Staff representatives present were Dale Shaddox and Cheryl Atkinson. Mayor Bill Bain was also in attendance.

MINUTES

Trusty moved, seconded by Patrick to approve the minutes from the Committee's February 12, 2009, meeting. On call for vote, all members present voted aye, motion carried.

STATUS REVIEW OF PROGRAMS, ACTIVITIES AND BUDGET FOR FY 2008/09

Committee members commented it was their recollection the ad agency had indicated there would be no additional costs for adding "twitter" as a new program, but the February bills show otherwise. Davis will contact Magnuson to inquire about this expense on the invoice.

BUDGET & ACTIVITIES FOR FY 2009-10

Davis stated she will be attending the Governor's Conference in April. She commented there will be a session on "social media" that she plans to attend.

Davis reported that the PDXposed latest episode on Newport will air in May.

Discussion on the upcoming budget and the current contract were discussed.

Trusty reported that the coupons from the www.discovernewport.com website are definitely finding their way back into her shop. She stated she would like to see more businesses involved. McEntee suggested each neighborhood association be contacted and asked to inform their members about this free advertising opportunity. Davis said the Chamber could do an e-mail blast on this subject. It was also suggested it be mentioned at a Chamber luncheon.

Trusty asked if there were any tools to measure the effectiveness of our advertising. A brief discussion ensued on this subject, and it was noted we do have a few measurement tools in place, i.e., monthly transient room tax reports, and request cards sent to the Chamber asking for more information on Newport. It was mentioned that marketing is very intangible, and most committee members concurred.

The decline in our transient room tax was discussed. Mayor Bain said the committee will need to take a real hard look at their upcoming budget to see how they can get the best bang for the buck. He also stated this may include the need to renegotiate the City's contract with HMH. He indicated the Council and City Manager would support them if it became necessary to renegotiate the contract, especially in light of these tough economic times.

OTHER

It was determined that the committee will meet again to discuss their goals & objectives. Magnuson would be advised of the upcoming meeting agenda via a conference call from Shaddox, Davis and Lewis within the next week or so. The committee's next meeting would occur on April 16th at 2 P.M. The committee will also be reviewing the budget, along with their goals and objectives for the next fiscal year. They will be reviewing the status of the contract; with a tighter budget being projected because of fewer room tax dollars being received.

There being no further business to discuss, the meeting adjourned at approximately 3:20 p.m.

Respectfully submitted by,

Cheryl Atkinson