

Destination Newport Committee
March 8, 2012
2:00 P.M.
Newport, Oregon

CALL TO ORDER

The March 8, 2012 meeting of the Destination Newport Committee was called to order at 2:20 P.M. In attendance were Lill Patrick, Ric Rabourn, John Clark, and Carrie Lewis. Also in attendance was Peggy Hawker, City Recorder/Special Projects Director.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the February 9, 2012 meeting;
- B. Review of Accounts for February 2012

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

NEW MEDIA CONSIDERATIONS

Leigh Deinert, from CBS Outdoor Advertising, reported that the track and field Olympic trials will be held in Eugene this summer, and asked the Committee to consider increasing its ads during that time. She suggested adding ten billboards for the period of June 2 - July 1, 2012. MOTION was made by Patrick, seconded by Rabourn, to expand coverage in Eugene, by adding ten additional billboards, from June 2 - July 1, 2012, at a cost of \$10,000, which includes production costs. The motion carried unanimously in a voice vote.

Deinert reported that the Jantzen Beach billboard will be up for renewal on July 3, 2012. She noted that the cost of this billboard will be \$3,650 on renewal, or \$47,450 for the year. The Committee opted to discuss this issue at the next meeting.

TOURISM MARKETING GRANT APPLICATION - HATFIELD MARINE SCIENCE CENTER

Mary Ann Bozza appeared on behalf of this grant supplication. She distributed bookmarks to the Committee and explained the proposed Marine Science Day for which she is requesting \$1,685 in tourism marketing funds. A discussion ensued regarding various marketing opportunities. It was suggested that city staff ask the Chamber of Commerce to put a link on the DiscoverNewport to the Hatfield Marine Science Center website. Other cooperative marketing opportunities were discussed, including Patrick and Lewis offering to place a link on their websites, and a suggestion to include this information in an e-mail blast to Chamber of Commerce member businesses. MOTION

was made by Rabourn, seconded by Patrick, to approve the grant request from the Hatfield Marine Science Center for marketing funds, in the amount of \$1,685, for marketing the upcoming Marine Science Day. The motion carried unanimously in a voice vote.

NEW MEDIA CONSIDERATIONS

It was agreed to discuss the GoTravel information at the next meeting.

ADJOURNMENT

Having no further business, the meeting adjourned at 2:50 P.M.