

**CITY OF NEWPORT  
DESTINATION NEWPORT COMMITTEE MEETING  
MINUTES  
April 16, 2009  
CITY HALL CONFERENCE ROOM "A"**

**CALL TO ORDER**

Lorna Davis called the April 16, 2009 meeting of the Destination Newport Committee to order at approximately 2:00 P.M. Members in attendance were Lorna Davis, Ric Rabourn; Carrie Lewis, and John Clark. Council liaison, Mark McConnell, and staff representative, Cheryl Atkinson, were also present. Ad agency representatives present were: Frank Grady, Lindsay Magnuson and Sarah Prince.

**MINUTES**

Lewis moved, seconded by Rabourn to approve the minutes from the Committee's March 19, 2009, meeting. On call for vote, all members present voted aye, motion carried.

**Review and discussion of 2007-09 goals and objectives and new 2009-10:**

Magnuson referred back to the beginning of their contract with the City, and indicated their first goal when hired was to create a brand for Newport. They took the challenge and their first year focused on this goal.

Grady stated they watch their competition here on the coast on a regular basis. He shared various samples of web site home pages from other coastal communities, and how they compare to the discovernewport.com site.

Both Grady and Magnuson indicated we need to look back at our initial objectives and fine tune them. They, along with Prince, explained how they had done the research to determine our target audience. McConnell said he would like to see retirees and "empty nesters" included in the mix. Davis spoke to the different tour groups and the international tours that can be a target audience as well. Both Clark and Rabourn indicated their prime audience is families, especially during the summer months.

Atkinson reported the City Manager wanted the committee and ad agency to be aware the budget projected for fiscal year 2009-10 would be \$300,000. This figure still has to be approved by the Budget Committee, but that will be the City Manager's recommendation.

McConnell inquired if any follow-up data was being collected to prove the advertising was working. Lewis noted the Aquarium has been receiving a large number of their coupons back, which is offered on the [www.discovernewport.com](http://www.discovernewport.com) website. She commented this could attest to the advertising working on our website. She will share the number of coupons received with our ad agency. It was also noted the Chamber receives coupons requesting further information on Newport, which citizens attain from our brochures. It was also noted the website analysis provided by Grady Britton is a good indicator of people searching our website for information about visiting Newport. Magnuson distributed the Analytics Report from January through March of this year for all to review. McConnell requested that this type of data be shared with the City Council.

It was noted there are not many businesses offering coupons on our website, and it would be great to have more involvement. Davis commented if three businesses could be identified at each meeting, the Chamber would be responsible for contacting those businesses to encourage participation.

**High-level media options for 2009-10: initial pricing and preliminary budget breakout:**

Magnuson distributed copies of the 2008-09 updated budget overview, the 2009-10 draft budget, and media strategies for 2008-09.

Davis questioned the proposed budget figure for brochure reprints, and if less were going to be printed in 2009-10, why the \$29,223 figure was not less. Magnuson commented she would like to add the Agate Beach icon to the brochure, which would add some cost.

Prince indicated Grady Britton would like to refresh the moving crab to those websites showing success.

A lengthy discussion followed with regards to the ad agency's method of billing for services. Grady indicated they will continue to charge the City on an hourly basis, rather than by commission, as it is more cost effective to the City. He also reported the agency would be crediting the City \$5,300 on charges that appeared to be "mark-ups". Grady explained the savings the City receives by the agency charging hourly rates, rather than by commission. He also noted that the agency wrote off approximately \$30,000 when they originally created the website.

The invoicing procedure was discussed, and it was suggested by McConnell to add to the committee's agenda, a consent calendar item that could include a list of claims paid each month to Grady Britton. This procedure would allow the committee to get a good sense of charges being made, and if they had questions on any charges those could be addressed at that time. Magnuson distributed a summary report of the budget overview. Rabourn indicated he would prefer to receive this type of report.

Grady also explained how the agency tries to keep account services down by sending only Magnuson to most meetings, and also holding conference call meetings during the fiscal year.

Davis brought up the subject of the webcam previously located at the Embarcadero, and the fact that it is no longer working. She explained this is an excellent marketing tool, and should not be forgotten. She stated to get the webcam back up and running would cost approximately \$28,000, and then the monthly operational fees would be \$900. She asked if the committee should not consider paying the monthly fees, and consider placing this in the Destination Newport budget for next year. Lewis concurred with Davis on this being an excellent marketing tool. McConnell indicated there were many other community webcams that folks could access to view Newport. Davis and Lewis both responded having the webcam showing on KGW every day would have a much higher number of viewers.

A discussion occurred on the amount of contingency funds remaining, and how those funds could best be utilized. Increasing radio ads was suggested, and/or to begin creative work that could be used in the next fiscal year.

Prince handed out copies of the current media plan for 2008-09, as well as 4 different draft plans for fiscal year 2009-10. She discussed the possibility of not being in the Eugene market as heavily as the current year. She also spoke to the cost of advertising on outdoor boards. Prince said if the committee really wants to go in that

direction, she would recommend not choosing a location at this time, and to watch for a board they could get at a lower cost. She also recommended the committee pick one season for the outdoor board. Grady reminded the committee they could waste money if the advertising is not done in a big enough way. Prince explained all the plans presented were preliminary, and she would like feedback from committee members.

**Other:**

Atkinson asked committee members to view the map created during the way-finding process displayed on the wall behind them. She asked if the committee would like to have Grady Britton write the verbiage under each of the icons, or if they would prefer to have it done in-house. Magnuson indicated Grady Britton had created the original verbiage depicted on the map. However, the Agate Beach icon still needed to be created, and she would like to tweak the messages a bit, so they flow better for way-finding purposes. It was determined to have Grady Britton provide an estimate for this work prior to authorizing the work.

It was determined the committee's next meeting would be held on their regular meeting date of Thursday, May 14<sup>th</sup>.

There being no further business to discuss, the meeting adjourned at approximately 4:20 p.m.

Respectfully submitted by,

Cheryl Atkinson  
Executive Assistant