

DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
July 8, 2010
2:00 P.M.

CALL TO ORDER

The July 8, 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, Ric Rabourn, and Lorna Davis. Staff in attendance was Jim Voetberg and Peggy Hawker. Ad agency representative, Lindsay Magnuson, participated in part of the meeting by telephone. Also present was Tracy Wiley.

CONSENT CALENDAR

The consent calendar consisted of the following items:

1. Minutes of June 10, 2010 meeting;
2. Report of accounts paid in April and May;
3. Overview sheet.

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

MEDIA OPPORTUNITIES

Davis reported on two media opportunities. The first is a Travel Newport print opportunity produced by the News-Times. She noted that 15,000 - 20,000 copies will be printed in August. She reviewed the placement of the publication. She reported that the cost to participate is \$1,099 for the back cover, and \$899 for an inside page. The Committee agreed to purchase the back cover.

Rabourn stated that he would like to see a list of all media opportunities to facilitate the selection process. A discussion ensued regarding which artwork to use in the Travel Newport document. It was agreed to use the little boy with the crab if the cost to send it is insignificant.

Davis reported that PDXposed has offered to produce another Newport segment, and would also rerun a previously viewed edition and a 30 second commercial. She noted that the cost would be \$15,000, but with the extras, it is a value of \$31,200. A discussion ensued regarding when the new edition would air, and the tracking of visitors resulting from PDXposed. Davis reported that PDXposed will morph into a new show entitled, "Next Stop," which will be sponsored by Alaska Airlines.

It was agreed that Davis communicate with Jon Olson regarding dates that the new show would air, and the possibility of running an existing edition in July and August.

Davis reported that she has sent a media release and placed coupons on the website. She reported that it will cost approximately \$650 to include district icons next to businesses on the website.

CITY COUNCIL UPDATE ON DNC ACTIVITIES

Voetberg suggested that a delegation of DNC members attend a City Council work session to update Council on DNC activities. Patrick suggested a story for the News-Times.

2010-11 STRATEGY/PLANNING

Magnuson joined the meeting via telephone. She had prepared a PowerPoint presentation that she reviewed. Magnuson noted that this year's message would need to be more focused, and suggested focusing on brands and awareness through four individual family-oriented events. She noted that there would be a greater use of the internet and press releases, and a secondary focus on radio. A discussion ensued regarding what events would fit the family demographic, and the sagacity of defining three events to focus all the advertising dollars on. Magnuson left the meeting briefly, and the Committee discussed particular events. It was the consensus of the Committee that the concentration of advertising be for all fall and spring events, rather than three particular events. Magnuson rejoined the meeting. She agreed to work with the creative team to reshape the budget and develop a strategy based primarily on spring and fall events. The Committee requested a breakdown of tangible creative costs next month.

CONTINUED WEBSITE UPDATES AND REVIEW

A discussion ensued regarding placing the district icons next to the business names, and it was reiterated that the Committee does not want to do this. It was suggested that a media release be prepared focused on helping visitors get information from the website. It was asked that contacts appear at the top of the website. It was also noted that the Pyromania link be deactivated.

NEXT MEETING DATE

It was agreed that the next meeting would be held at 2:00 P.M., on August 26, 2010, in Conference Room A of the Newport City Hall.

OTHER BUSINESS

A contingent of DNC members will update the City Council on Committee activities at the City Council work session of August 2, 2010.

ADJOURNMENT

There being no further business to come before the committee the meeting adjourned at approximately 3:39 P.M.