

**DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
August 26, 2010
2:00 P.M.**

CALL TO ORDER

The August 26, 2010, meeting of the Destination Newport Committee, was called to order at 2:00 P.M. Members in attendance were Lill Patrick, John Clark, Ric Rabourn, Raquell Teaque, Gabe McEntee Wilson, and Lorna Davis. Staff in attendance was Jim Voetberg and Cheryl Atkinson. Ad agency representatives were Lindsay Magnuson and Brian Hildenbrand. Council liaison, Mark McConnell was in attendance. Also present was Howard Shippey and his assistant from Digital Video Designs, Gary Pfeifer from COCA and Tracy Wiley representing the Newport Lodging Association.

CONSENT CALENDAR

The consent calendar consisted of the following items:

1. Minutes of July 8, 2010 meeting;
2. Report of accounts paid in June and July, 2010;
3. Overview sheet.

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

PRESENTATION BY HOWARD SHIPPEY-DIGITAL VIDEO DESIGNS

Howard Shippey distributed information on his proposal for DNC to become involved with a high definition DVD project to be used for tourism marketing of Newport. He explained the project had been commissioned by the Port of Newport, and it will begin being used in 2011. A lengthy discussion ensued with regards to the current DVD created by Digital Video Designs, as well as the new proposal. Shippey asked DNC to consider providing at least half of the production cost, if they considered offering any assistance in the cost of the DVD.

It was determined to table the discussion on this request until the other agenda items had been covered. Shippey thanked committee members for allowing him time to make his request.

CONSIDERATION OF COCA BROCHURE AD REQUEST

Gary Pfeifer, the Membership Services Director for Central Oregon Coast Association (COCA), explained he was present today to inquire if the committee was interested in placing an ad in their upcoming brochure. He explained they

produce 200,000 brochures that are distributed throughout the year. If the committee wished to use the same ad as last year, the cost would be \$1,675. He also shared some other areas within their brochure that are available. Who designs the brochure was asked, and the answer was Coast Graphics. This request was also tabled until the other agenda items had been discussed.

WEBSITE REVIEW & UPDATE CONTINUED

Magnuson reported she has been making all the website changes that have been forwarded to her unless it is cost prohibitive. It is an ongoing process. She explained she has no analytics to share at this meeting, but will have for the next meeting.

McConnell said we will want to see how many hits we are receiving from the COCA brochure, as Mr. Pfeifer had reported that it was on the web.

2010-11 GRADY BRITTON MARKETING STRATEGY:

Magnuson distributed a copy of the media/creative strategy for 2010-11, as well as the media flow chart, and a media discussion sheet on how effective radio would be at reaching the Newport intended audience. She explained the need to utilize and keep our website fresh, as it is an important tool. Grady Britton is proposing two themes to present in the fall and spring that would focus on engaging content and that could be used on the website, radio and social media.

Brian Hildenbrand spoke to the effectiveness of utilizing radio. He explained the radio focus will be on the traffic stations in Portland, which will allow for a maximum reach. He stated it will also allow for giving updated messages catering to Newport events and seasons. Brian explained this form of media will be very cost effective since there is a very limited budget this year.

Davis indicated the committee would discuss their proposal as a group, and get back with the ad agency at the committee's September 9th meeting.

Prior to departing the meeting, Magnuson commented on a new phenomenon called Groupon advertising, and she would send more information to the committee via e-mail.

DISCUSS OUTDOOR BILLBOARDS

A brief discussion on whether to pursue the use of billboards for advertising occurred. Davis was going to research further the availability of a couple of the outdoor billboards, and it was determined not to pursue the ad-walls at this time. Davis stated she would send the information to the committee via e-mail with a decision to be made at the committee's next meeting.

TOURISM MARKETING GRANT APPLICATION

MOTION: Clark moved, seconded by Rabourn to recommend to City Council the approval of the grant application received from RSVP in the amount of \$1,500 for advertising a murder mystery weekend event. On call for vote, all members present voted aye, motion carried.

McConnell suggested keeping a running tab of grant applications received and granted so the committee will know when the funds have been totally expended.

CONSIDER WEBQA SERVICES FOR GOVQA SERVICES

It was the general consensus of the committee not to pursue this service.

OTHER BUSINESS

Davis said she had been approached by "Coast Foods & Art" magazine to see if the committee wanted to place an ad in upcoming editions. Committee members concurred it was a very nice piece, but did not put heads in beds.

Davis reported she had made a presentation before the City Council at their last meeting on DNC and the role it plays for the city. She also reported on the most recent PDXposed filming that will air on September 11th and 12th.

DIGITAL VIDEO DESIGNS REQUEST

Wiley suggested the proposed video could be placed in every Newport hotel once it is produced. McConnell inquired as to how the video would get out to the rest of the world for advertising purposes. It was noted the DVD would be placed on websites as one means of folks viewing it from afar.

How best the committee could assist with this project was discussed at length. MOTION: Patrick moved, seconded by Clark, to recommend Council fund up to \$10,250 of room tax advertising and marketing funds for a high definition DVD production on Newport, contingent upon Digital Video Designs receiving equal matching funds for each segment of the video. On call for vote, all members present voted aye, motion carried.

Prior to the committee adjourning, it was determined that Davis would contact Grady Britton to let them know to proceed with the website structure and everything they can do with the website that can go forward right away.

NEXT MEETING DATE

It was agreed that the next meeting would be held at 2:00 P.M., on September 9, 2010, in Conference Room A of the Newport City Hall.

ADJOURNMENT

There being no further business to come before the committee the meeting adjourned at approximately 4:30 P.M.