

**DESTINATION NEWPORT COMMITTEE MEETING  
MINUTES  
September 9, 2010  
Conference Room "A" -- City Hall  
2:00 P.M.**

**CALL TO ORDER**

The September 9, 2010, meeting of the Destination Newport Committee, was called to order at 2:00 P.M. Members in attendance were Lill Patrick, John Clark, Gabe McEntee Wilson, and Lorna Davis. Staff in attendance was Jim Voetberg and Cheryl Atkinson. The ad agency representative attending was Lindsay Magnuson.

**CONSENT CALENDAR**

The consent calendar consisted of the following items:

1. Minutes of August 26, 2010 meeting;
2. Report of accounts paid in August, 2010;
3. Grady Britton Overview sheet.

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

**WEBSITE ANALYTIC REVIEW**

Magnuson shared the website analytic review from July through August 2010. She noted there was a slight decline in return visits to the site and the bounce rate was lower than she would like to see. In her opinion, this could be caused by the online landscape dramatically changing with more social media coming to the forefront.

Magnuson also stated she saw a jump in the individual business promotions page, and said that could be a sign of our economy. Davis stated the Chamber is still receiving calls with regards to the Passport Program. The passport idea was briefly discussed, but no action taken.

Magnuson reported there will be no e-mail blasts going out this year because of the \$2,500 associated cost. It was suggested the loyal followers be sent promotions that appear on our site. Magnuson also reported she had placed our name on the "Group-on" promotional list. She explained that we have to be chosen to participate in this program.

Magnuson provided a "fall content development summary" for the website. It included collecting fresh content that would reflect the Newport brand and would allow for creating new postings relating to the season. Attending the Wild Seafood Weekend to collect the new content was included in the proposal. The total budgeted for the fall content development was \$6,500.

## **APPROVAL ON MEDIA PLAN AND OVERALL MEDIA DIRECTION**

Davis explained the committee had a discussion following Grady Britton's media proposal at their last meeting. The committee had concerns about putting all their eggs in one basket by strictly using radio media in the fall and the spring. Davis stated the committee would prefer to go with radio in the fall, but wait before making commitments for radio advertising in the spring.

MOTION: Clark moved, seconded by McEntee-Wilson to approve the fall radio blitz for six weeks beginning the 20<sup>th</sup> of September. Magnuson explained they are working on all new content, and should have it ready soon. They will e-mail the radio script to the committee for approval. On call for vote, all members present voted aye, motion carried.

Magnuson stated she would have their media buyer negotiate with the Bend area for added value to go along with the added value in the Eugene market. The likelihood of radio being overrun with political ads in the very near future was discussed. Magnuson assured the committee they would not put our ads into rotations that are not good for us, or competing with political ads.

Patrick suggested dropping both weeks in November for the radio media, as it would not be productive. A December promotion was discussed, and different dates suggested. Magnuson said she would e-mail some suggested dates for December once they have a chance to review it at the agency.

Clark asked if they still plan on doing the radio ads during the traffic times, and Magnuson responded they do.

Magnuson reported they are working on creative direction, and will have the committee evaluate and approve as they go forward. Magnuson further explained if the committee approves her attending the Wild Seafood event this weekend, she can use the new content in multiple places. It was the general consensus of committee members to approve the fall website content development. Committee members suggested other events occurring this same weekend that Magnuson could attend to attain more content. Davis reminded Magnuson to be sure and get model and/or talent releases from all folks they use.

Davis stated Magnuson may want to contact Liam Hughes in the City's Parks & Recreation Department to find out more information on the Celtic Games being developed right now for June of next year.

## **DISCUSSION ON OUTBOARD BILLBOARD OFFERS – ADWALLS & CBS OUTDOOR**

Davis explained that she has been in contact with Leigh Deinert from CBS Outdoor and the price for the Grand Ronde billboard site has come down in price. It is now \$13,500 for a year, which includes design and installation. Magnuson said she could talk with her art director to see if they had anything camera ready for the billboard.

Davis noted this expenditure would need to be approved by Council, as it was not included in the Grady Britton contract. Clark said he did not think the billboard was big enough and the site was not all that desirable, but if the rest of the committee members wanted to move forward with this marketing idea, he would not vote against it.

MOTION: McEntee-Wilson moved, seconded by Patrick, to recommend to Council the expenditure of \$13,500 from the Room Tax Fund for billboard advertising in the Grand Ronde area along Hwy. 18 for a year. On call for vote, all members present voted aye, motion carried.

It was the general consensus of the committee to table advertising with AdWalls at this time.

### **DECISION ON COCA BROCHURE**

It was determined by committee members to place an ad in the COCA brochure. Davis contacted Gary Pfeifer of COCA to find out the cost for a ½ page ad, and he reported it would be \$1,693 for the inside back page on the bottom half, and it would include an extended website listing.

MOTION: Clark moved, seconded by Patrick to place the same ad used in last year's COCA brochure on the bottom of the inside back page of their new brochure, which will include extended website listing, at a cost of \$1,693. On call for vote, all members present voted aye, motion carried.

### **OTHER**

Magnuson said she would be e-mailing Cannon Beach's new marketing scheme so committee members could review other coastal community's similar problems.

Davis reported a representative from the "Coast Seafood" magazine had asked to make a presentation at the committee's October meeting, and she had told him he could. She further reported the latest Newport PDXposed edition would be running this weekend.

McEntee-Wilson reminded everyone to be sure and stop by Mo's for fish and chips next Wednesday, as it is a fundraiser for our local firefighters.

### **NEXT MEETING DATE**

It was agreed that the next regular meeting would be held at 2:00 P.M., on October 14th, 2010, in Conference Room A of the Newport City Hall. However, committee members were reminded of their joint meeting with the Council and the Airline Sustainability Task Force for Friday, September 17<sup>th</sup> at 1:30 p.m. in the Council Chambers.

## **ADJOURNMENT**

There being no further business to come before the committee the meeting adjourned at approximately 3:30 P.M.