

Destination Newport Committee
October 15, 2015
2:02 P.M.
Newport, Oregon

CALL TO ORDER

The October 15, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:02 P.M. In attendance were John Clark, Judy Kuhl, Ric Rabourn, Steve Beck, Carrie Lewis and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Dean Sawyer, Council Liaison, Jamie Rand, News-Times, Neil Henning, Here and Now, Patrick Alexander by Phone, Oregon Coast Today, and Marty Barlow from Hospitality Vision

INTRODUCTIONS

No introduction needed.

ADDITIONS/DELECTIONS TO AGENDA

Presentation by Rand regarding the Beaver Facebook promotion.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the August 20, 2015, meeting;
- B. Review of Accounts for August and September 2015

MOTION was made by Beck, seconded by Clark, to approve the consent calendar, as amended. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Hospitality Vision - Barlow reviewed her proposal that had a few additions this year. She highlighted the new features and the well liked features. They have the ability to track people using the app. She reviewed the benefits of the program.

Oregon Coast Today - Patrick Alexander by phone reviewed his proposal. 15,000 subscriber base.

Here and Now (Visitor's Choice) Neil Henning reviewed their proposal. Back page for additional \$4,000 in the Oregon Central Coast hard cover addition.

Oregon Central Coast Visitor \$3600 same as last year for back cover.

Reviewed KGAL proposal.

Reviewed Business Oregon Proposal.

Outdoor reviewed the Newberg Billboard which comes up for renewal in February. Committee discussed. \$17,056.00 for renewal. 30x5 \$450 for change out. \$690 plus another \$450 to change out the artwork.

Reviewed the Winterhawk proposal.

Rand updated the committee on the ads that have been submitted, specially reviewed the Beavers Facebook promotion campaign.

OTHER

Committee discussed the use of still photos produced by business in Newport. Business will be able to use it, there will be a disclaimer. Rand has a disclaimer, he will run it past the City Attorney for approval.

Committee discussed the Surf Classic grant application. The event date has changed due to weather conditions. The exact date has not be confirmed. They are looking for a November date.

MOTION was made by Beck, seconded by Lewis, to recommend a grant for Surf Classic in the amount of \$2,000. The motion carried unanimously in a voice vote.

DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

Pass on Oregon Coast Today.

Oregon Business Magazine pass until next fiscal year.

MOTION was made by Rabourn, seconded by Clark, for Hospitality Vision for \$225 a month for 12 months with 3 months donated. The motion carried unanimously in a voice vote.

MOTION was made by Rabourn, seconded by Clark, Outdoor Billboard in Newberg in will be released in February, in addition a change out of current artwork and add an extension for a total of \$1140. The motion carried unanimously in a voice vote.

MOTION was made by Clark, seconded by Lewis, for 2016 Oregon's Central Coast Visitors Guide for \$3600. The motion carried unanimously in a voice vote.

Table decisions on KGAL and Here and Now.

Next meeting will be November 19, 2015.

ANALYTICS

Committee has login information and can check whenever they wish. No questions at this meeting.

CHAMBER REPORT

Davis updated the committee on changes the Chamber has done with social media promotions and updates.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:30 P.M.