

CALL TO ORDER

The October 16, 2014, regular meeting of the Destination Newport Committee was called to order at approximately 2:04 P.M. In attendance were John Clark, Carrie Lewis (late), Judy Kuhl, Steve Beck, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Frankie O'Rourke, Seattle Magazine by Phone, Ted Bainbridge, Visitor's Choice

INTRODUCTIONS

Davis went around the table and everyone introduced themselves.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the September 25, 2014, meeting;
- B. Review of Account, September 2014

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

MEDIA CONSIDERATIONS

Kari Petersen reviewed her proposal for a renewal in Coast Explorer Magazine. Last year DNC did 1/3 page ad. For this year they will include the Web Package for free and DNC would receive a nonprofit discount of 10% and DNC could get the advance pay discount for 5%.

Ted Bainbridge reviewed the Visitor's Choice proposal for the committee. Visitor's Choice is rebranding so he showed the committee the new look for the covers. The committee had expressed an interest in soft cover for the Central Oregon and the Coast.

Frankie O'Rourke - Seattle Magazine - May and June two full page Proposals \$9,000 - \$4,500 each ½ page ad would be \$3,100 each for a of total \$6,200 for May and June.

Committee reviewed KMTR proposal. Committee passed.

Committee reviewed Pamplin Media Group proposal. Committee passed.

1859 Magazine is doing an Amtrak magazine. They offered ½ page ad 4 times a year Jan., April, July, Nov., \$1450. Committee discussed proposal.

OTHER

The committee discussed creating a white sheet with instruction for advertisers on how to get a proposal before the DNC committee. This will help with the numerous calls that Davis gets weekly from advertisers regarding DNC.

DISCUSSION AND ACTION

MOTION was made by Kuhl, seconded by Clark, to approve a ½ page ad in the 2015/2016 Coast Explorer, 3 publications for the amount of \$2990.79 with discounts. The motion carried unanimously in a voice vote.

MOTION was made by Beck, seconded by Lewis, to approve a soft cover for winter and summer Bend and Coast and hard cover in Bend magazine. All full page ads in the 2015/2016 Visitor's Choice for the amount of \$12,000 with discounts. The motion carried unanimously in a voice vote

Seattle Magazine, the committee would like to revisit in January.

Next meeting will be November 20, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:13 P.M.