

April 18, 2019
2:03 p.m.
Newport, Oregon

The Destination Newport Committee met on the above date in Conference Room A of the Newport City Hall, 169 SW Coast Highway.

In attendance were Committee Members Daniella Crowder, Judy Kuhl, Patti Ferry, Jamie Michel, and David Heater. Also in attendance were City Manager Spencer Nebel, Council Liaison Dean Sawyer, Deputy City Recorder Gloria Tucker, Newport News-Times Representative Jeremy Burke, and grant applicant Jill Ledet.

ADDITIONS/DELETIONS TO AGENDA

MOTION was made by Ferry, seconded by Michel, to add Road Runner Proposal to the agenda. The motion carried unanimously in a voice vote.

CONSENT CALENDAR

MOTION was made by Crowder, seconded by Ferry, to approve the minutes of March 14, 2019. The motion carried unanimously in a voice vote.

DISCUSSION/ACTION ITEMS

Consideration to Recommend Chamber Oversight for the Destination Newport Committee. Kuhl and Nebel introduced the agenda item. Kuhl asked the committee if it would support Destination Newport becoming part of the Chamber of Commerce. She said the funding would be kept separate from Chamber funding, and the committee would report quarterly to the city. She said allowing the Chamber to take a greater role would mean a cleaner process and make marketing negotiations better.

Nebel said the committee could oversee the contract with the Chamber and report to council how the money is spent, and the new committee would mirror the type of people making up the committee now.

Heater asked how the Chamber would split the funds. Nebel said the city would have to renegotiate its contract with the Chamber in order to keep them separate and clear.

Heater said he was concerned that the Chamber of Commerce could become influenced in its staffing and programming by the influx of room tax funds.

Michel said the committee does not have a good way to measure success of advertising. Burke and Heater said no one has a good way to measure the success of advertising. She added she is in favor of the change.

Crowder asked how the tourism marketing grants would be handled. Nebel said the committee would have to continue in some form in order to keep a direct city role in the marketing grants.

Heater said he could support the change if an annual audit was required of the Chamber as part of the negotiations.

Kuhl declared a potential conflict of interest.

MOTION was made by Heater, seconded by Michel, to recommend City Council authorize city administration enter into discussions with the Chamber of Commerce regarding Destination Newport Committee responsibilities and funds. The motion carried 4-0 in a voice vote. Ferry abstained.

Consideration to Issue Request for Proposals for Marketing Services. Nebel and Ferry introduced the agenda item. Ferry said going out for RFP (Request for Proposals) is a good way to show the public transparency and the committee is being responsible with funds.

Heater said he is fine with the current process, which contracts with the News-Times. Crowder said she prefers keeping marketing services local.

Heater suggested not moving forward with the RFP process.

MOTION was made by Michel, seconded by Ferry, to recommend city administration issue a Request for Proposals for marketing services. The motion carried 3-2 in a roll call vote. Kuhl, Michel, and Ferry voted aye. Heater and Crowder voted nay.

Seattle's Child Proposal. Burke introduced the agenda item. He recommended passing on the proposal. The committee agreed to pass on the proposal.

Portland Parent Proposal. Burke introduced the agenda item. He recommended passing on the proposal. The committee agreed to pass on the proposal.

Oregon Business Proposal. Burke introduced the agenda item. He recommended looking into the proposal at another time. Ferry said the proposal was too expensive. The committee agreed to pass on the proposal.

Willamette Week Proposal. Burke introduced the agenda item. He recommended passing on the proposal. The committee agreed to pass on the proposal.

Road Runner Proposal. Burke introduced the agenda item. Ferry said motorcyclists are growing as a tourism market. Burke suggested looking into the proposal in September or October. The committee agreed to table the proposal to May.

Heater was excused from the meeting at 3:15 p.m.

Music Series Tourism Marketing Grant Application. Ledet introduced the agenda item. Kuhl recommended the event go through another year before consideration. The committee agreed to pass on the proposal.

CHAMBER AND NEWS-TIMES REPORT

Ferry presented the Chamber of Commerce Report. Burke presented the News-Times Report.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:35 p.m.