

January 9, 2020
2:10 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 Judy Kuhl, Daniella Crowder, Lauri Hines, and Jamie Michel. Also in attendance were Council Liaison Dietmar Goebel, Deputy City Recorder Gloria Tucker, Chamber of Commerce Representative Bobbi Price, Best Western Representative Maggie Conrad, and Newport News-Times Representative Jeremy Burke. Absent was Committee Member Ian Clayman.

ADDITIONS AND DELETIONS ON AGENDA

The committee agreed to add Billboard Creative and Brochure Creative to the agenda.

CONSENT CALENDAR

MOTION was made by Michel, seconded by Crowder, to approve the consent calendar. The motion carried unanimously in a voice vote.

DISCUSSION/ACTION ITEMS

Committee Appointment. Kuhl introduced the agenda item.

MOTION was made by Michel, seconded by Crowder, to recommend the City Council appoint Maggie Conrad as a Lodging Representative to the Destination Newport Committee. The motion carried unanimously in a voice vote.

Merchant Coupon Program. Hines introduced the agenda item. She suggested Destination Newport consider publishing a coupon booklet for area businesses in order to encourage tourists to visit establishments throughout town. Kuhl noted the News-Times produces coupon booklets and distributes them to resident subscribers and news racks. She said in the past Destination Newport has not made its own publication, but she thought the idea is worth exploring since other agencies throughout the state have their own publications. She suggested a travel guide that did not have advertising in it as a publication possibility. Michel noted Hines idea reaches a sector of the visitor population not tapped into. Tucker explained the committee has options for developing a publication, a subcommittee can work on it, staff can work on it, or the work can be contracted out.

Billboard Creative. Burke introduced the agenda item. Discussion ensued on which billboard creative to approve and editorial recommendations.

MOTION was made by Crowder, seconded by Michel, to authorize Kuhl to approve final creative based on the committee recommendations. The motion carried unanimously in a voice vote.

Brochure Creative. Burke introduced the agenda item. Discussion ensued on which brochure creative to approve and editorial recommendations.

MOTION was made by Michel, seconded by Crowder, to authorize Kuhl to approve final creative based on the committee recommendations. The motion carried unanimously in a voice vote.

CHAMBER AND NEWS-TIMES REPORT

Kuhl presented the Chamber of Commerce Report. She noted the Chamber is busy with preparations for the Seafood and Wine Festival. Burke presented the News-Times Report as follows:

December					
Website	2019	2018			
Users	13,521	13,041			
New Users	13,061	11,964			
Pageviews	72,350	69,320			
Bounce Rate	25.7%	22.14%			
Top Ten					
Countries		States		Cities	
US	94.17%	Oregon	44.63%	Portland	18.21%
Canada	1.90%	Washington	15.19%	Seattle	14.68%
UK	.40%	California	13.67%	Newport	3.15%
China	.30%	Idaho	9.06%	Vancouver	2.22%
Japan	.22%	Texas	2.16%	Eugene	1.94%
Argentina	.21%	Colorado	1.27%	Salem	1.84%
Germany	.18%	Utah	1.03%	Boise	1.58%
Indonesia	.16%	Arizona	1.03%	Beaverton	1.47%
Mexico	.15%	New York	.97%	Corvallis	1.40%
Australia	.15%	Florida	.73%	Bend	1.20%
Social					
Facebook	2019				
Reach	20,900	+ 29%			
Reactions	984	+ 20%			
Comments	399	+ 35%			
Shares	837	+ 53%			
Instagram	2019				
Impressions	13,100	+ 40%	Top Hashtags		
Reach	9,677	+ 18%	#newportoregon		
Comments	11	+ 27%	#discovernewport		
Likes	1,016	+31%	#travelnewport		

Burke noted the redesign of the Discover Newport website should be ready to review at the next meeting.

ADJOURNMENT

The committee agreed to move the next meeting to February 13. Having no further business, the meeting adjourned at 3:30 P.M.