

July 16, 2020
2:05 p.m.
Newport, Oregon

The Destination Newport Committee met electronically, via Zoom, on the above date in the Council Chambers in Newport City Hall, 169 SW Coast Highway.

In attendance were Committee Members Judy Kuhl, Daniella Crowder, Maggie Conrad, Lauri Hines, Ian Clayman, and Eric Seil. Also in attendance were Council Liaison Dietmar Goebel, Deputy City Recorder Gloria Tucker, Chamber representative Bobbi Price, and Newport News-Times Representative Jeremy Burke.

ADDITIONS AND DELETIONS ON AGENDA

The committee agreed to add Outfront Media Proposal, Update on News-Times Amended Agreement, and Update on 2020-2021 Budget to the agenda.

CONSENT CALENDAR

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

DISCUSSION ITEMS

Outfront Media Proposal. Tucker introduced the agenda item. She noted the contract for the Outfront Billboard for the 2020-2021 Fiscal Year is \$15,000. She clarified the money had been budgeted, and the committee needed to discuss approval of the contract. Hines noted the contract is important to keep because it could be hard to get the billboard in the future.

MOTION was made by Hines, seconded by Crowder, to approve the Outfront Media Proposal for \$15,000. The motion carried unanimously in a voice vote.

Update on News-Times Amended Agreement. Tucker introduced the agenda item. She explained the changes to the contract requested by the News-Times included posts to social media are 3-5 times per week, the News-Times will not post to Twitter, Pinterest, and Snapchat, the News-Times will re-organize the current design of DiscoverNewport.com, the News Times will provide Social Media Marketing and Search Engine Marketing without passing through costs to the City of Newport, payments to the News-Times will be monthly for a total of \$100,000, and Added Value will not be provided by the News-Times. She added the City Attorney is drafting the amendment for the August 3 City Council meeting.

MOTION was made by Crowder, seconded by Conrad, to recommend Council approve the amendment to the contract with the News-Times as outlined. The motion carried unanimously in a voice vote.

Update on 2020-2021 Budget. Tucker introduced the agenda item. She explained the Tourism Marketing Grant funds that were unspent last fiscal year, \$16,000, may be moved into this fiscal year in September if the city budget recovers sufficiently. She clarified the

committee approved budget includes appropriations for billboards, News-Times, web cameras, OCVA, Bend, and Travel Oregon.

CHAMBER AND NEWS-TIMES REPORT

Kuhl presented the Chamber of Commerce report. She noted the Chamber is partnering with the county to distribute masks to businesses with less than 50 employees. She added she has not received tourism reports yet. Tucker noted Finance has not had the time to produce the room tax report. Kuhl stated she will be attending Go West virtual trade show. Conrad added she will be attending that as well. Goebel clarified the Chamber of Commerce is open limited hours.

Burke presented the News-Times report. He stated he would email Tucker the social media and trending numbers. He noted brochures arrived locally Tuesday and he will give them to the Chamber on Friday. He indicated they will arrive in Portland on Friday for distribution next week.

Tucker clarified the committee would like to skip its August meeting and meet again in September.

ADJOURNMENT

Having no further business, the meeting adjourned at 2:30 P.M.