

July 19, 2018

2:05 p.m.

Newport, Oregon

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

In attendance were: Committee Members Lance Beck, John Clark, Stacy Schellinger, and Patti Ferry. Also in attendance were: Deputy City Recorder Gloria Tucker, Newport News-Times Representative Sara Wedel, KFIR Sales Manager Joe Van Ras, and Meredith Digital Account Executives Lynn Clary and Monica Olson. Utrip Business Development Manager Sienna Thorgerson joined the meeting by phone.

Committee Members Judy Kuhl, Ric Rabourn, and David Heater were absent.

### **CONSENT CALENDAR**

Beck introduced the consent calendar.

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

### **DISCUSSION/ACTION ITEMS**

#### **KFIR Proposal**

Van Ras presented the KFIR proposal. He said this year's proposal cost increased by \$60 per month to equal \$4,320 annually.

MOTION was made by Beck, seconded by Schellinger, to approve the KFIR proposal. The motion carried unanimously in a voice vote.

#### **Agate Beach Surf Classic 2018 Tourism Grant Application**

Beck introduced the Agate Beach Surf Classic 2018 Tourism Grant Application.

MOTION was made by Clark, seconded by Ferry, to recommend the tourism grant application for City Council approval. The motion carried unanimously in a voice vote.

#### **Utrip Proposal**

Thorgerson presented the Utrip Proposal. She explained Utrip is an online program that allows users to create personal itineraries through preference selections.

Beck asked how the program would be imbedded in Discover Newport's website.

Thorgerson said the program is set up through a subdomain.

Schellinger asked which agency would set up the subdomain.

Thorgerson said Discover Newport would need to do a call to action, but the rest would be handled by Utrip.

Clark asked if businesses or users are willing to enter personal information into the program.

Thorgerson said a wide range of businesses are included in the program across many cities, so there are some businesses more willing than others, but overall, it's not difficult to get the content. She said users are anonymous and contact information is not required to use the program, so they are willing.

Beck asked which agency would populate the content of the program.

Thorgerson said either Utrip or the Destination Newport Committee could populate the content.

Beck asked the cost.

Thorgerson said there is a onetime set up fee, and the lowest monthly cost is \$750 a month. She said the majority of organizations are in the \$750 to \$2,000 a month range. The \$750 covers 100 to 150 points of interest in the program. Lodging is uncapped in the program and not included in the points of interest.

Beck asked if there are any free months included in the first year contract since the program would take time to implement.

Thorgerson said the program could be implemented in four weeks, so they do not charge for one month.

Beck said if the committee implemented the program, it would be a service to the businesses in the community since the program would benefit them to be listed. He asked Ferry to find out from Travel Salem how many people save itineraries in the program. He asked Wedel to look into the onetime set up fee.

The committee agreed to table the proposal until they had more information.

### **KPTV Proposal**

Clary and Olson presented the KPTV Proposal. They presented two options. Option one offered 50 percent TV advertising and 50 percent digital advertising for \$60,000. Option two offered 100 percent digital advertising for \$40,000.

Beck said he supported the digital advertising that focused on targeted banner ads.

MOTION was made by Beck, seconded by Clark, to approve option two for \$40,000. The motion carried unanimously in a voice vote.

### **NW Travel and Life Proposal**

Beck introduced the NW Travel and Life Proposal. He presented two options. Option one offered three full-page ads for \$9,606. Option two offered one full page ad for \$4,803.

MOTION was made by Clark, seconded by Beck, to approve option one for \$9,606. The motion carried unanimously in a voice vote.

The committee agreed to keep the months the ads would publish in the same as in the proposal.

### **MEDIAmerica Proposal**

Beck introduced the MEDIAmerica Proposal for Oregon Business Magazine.

The committee agreed to pass on the proposal.

### **USA Today Proposal**

Beck introduced the USA Today Proposal.

The committee agreed to pass on the proposal.

### **Comcast Proposal**

Beck introduced the Comcast Proposal. He suggested waiting on the \$10,000 investment since election season is not a great time to advertise on TV.

The committee agreed to table the proposal to next month.

### **2018-2019 Fiscal Year Budget**

Beck introduced the 2018-2019 Fiscal Year Budget agenda item. He suggested keeping \$25,000 allocated to contingency. He said the committee would have savings from not producing commercial spots, scaling back Google Adwords and changing the format of the Discover Newport brochure. He suggested keeping the KPTV web cam, CoastCom services, KFIR, NW Travel and Life, 1859, 101 Things, PAC Summer guide, OCVA, Travel Oregon Visitor Guide, Mile by Mile Guide, Coast Explorer, Meadow, Outdoor, Adwords, Facebook ads, Hillsboro Hops, Corvallis Knights, and Certified Folder Program for the 18-19 fiscal year.

Beck asked Wedel to make sure the billboards are updated. He asked Ferry to find out the numbers on the Discover Newport brochures. He suggested changing the format to a two-panel card since it would cost \$5,000 to \$6,000 to print, rather than \$23,000. He also asked Ferry to invite PR Andre and Bobbi Price to attend the next committee meeting. He suggested NewsMedia Representative Matthew Koyak join the meeting by phone. He added the committee may be able to start discussing regional advertising budget comparisons in September.

### **CHAMBER/NEWS-TIMES REPORT**

Ferry presented the Greater Newport Chamber of Commerce Report. Wedel presented the Newport News-Times Report.

### **ADJOURNMENT**

Having no further business, the meeting adjourned at 4:20 p.m.