



3462

**AUTHORIZATION FOR  
AGREEMENTS, MOUs, OR  
OTHER DOCUMENTS OBLIGATING  
THE CITY**

All contracts, agreements, grant agreements, memoranda of understanding, or any document obligating the city (with the exception of purchase orders), requires the completion of this form. The City Manager will sign these documents after all other required information and signatures are obtained.

Document: Delta AV Maintenance Date: 3/20/23

Statement of Purpose: Annual maintenance agreement

Department Head Signature: R. Dwyer

Remarks, if any: \_\_\_\_\_

City Attorney Review and Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Other Signatures as Requested by the City Attorney: \_\_\_\_\_

Signature \_\_\_\_\_ Name/Position \_\_\_\_\_  
Date: \_\_\_\_\_

Budget Confirmed: Yes ☒ No ☐ N/A ☐

Certificate of Insurance Attached: Yes ☐ No ☐ N/A ☒

City Council Approval Needed: Yes ☐ No ☒ Date: \_\_\_\_\_

After all the above requested information is complete and signatures obtained, return this form, along with the original document to the City Manager for signature. No documents should be executed prior to the City Manager's approval as evidenced by signature of this document.

City Manager Signature: [Signature] Date: 03-22-23

Once all signatures and certificates of insurance have been obtained, return this document, along with the original, fully-executed agreement, MOU, or other document to the City Recorder. A copy of grant agreement and all project funding documents, must be forwarded to the Finance Department for tracking and audit purposes.

City Recorder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Date posted on website: \_\_\_\_\_



- 1) Call to Order and Roll Call
- 2) Additions/Deletions to Agenda
- 3) Consent Calendar
  - 3.A) Approval of the September 15, 2022 Minutes  
9-15-22 Destination Newport Committee Meeting Minutes.pdf
- 4) Discussion/Action Items
  - 4.A) Election of Chair and Vice-Chair
  - 4.B) Interview/Discussion Regarding Committee Vacancy- Josh Conrad- Lodging Rep  
J Conrad Application.pdf  
INTERVIEW QUESTIONS DNC.pdf
  - 4.C) iHeart Media Presentation/Proposal  
iHeartMedia Agenda PDF.pdf  
Discover Newport Oregon Presentation and Proposal 2023.pdf
  - 4.D) KPTV Weather Sponsorship/Agreement Consideration  
Staff Memo KPTV Weather Camera Contract.pdf  
City of Newport Cam Recap.pdf  
City of Newport Cam Sponsorship.pdf

- 5) Fox and Crown Report
  - 5.A) Fox and Crown Report
- 6) Chamber Report
  - 6.A) Chamber Report  
2013-22 Room Tax Revenue Comparison Spreadsheet December 2022.pdf  
DNC Advertising & Marketing thru 12-31-22.pdf  
DNC P L Advertising Marketing thru 123122.pdf  
GNCC P L Detail FY to Last Month - 12312022.pdf  
DN - Reconciliation Summary - 12312022.pdf

7) Public Comment

8) Adjournment

Ian called to order at 2:12. Ian, camille, sara, janell. (Activated at 00:00:13)

None (Activated at 00:00:52)

Motion by Janell, seconded by Camille, to approve the september minutes (Activated at 00:01:02)

Discussion of Chair/Vice-Chair. Motion by Camille for Ian for chair. Motion unanimous. Goplen nominated Camille for Vice-Chair. Motion by Goplen, seconded by Ian (Activated at 00:02:07)  
The Committee asked Conrad the interview questions. 2-On Vision and water committees. 3-Method-slow seasons and shoulder seasons 4-getting through static-many entities advertising-using money efficiently, going after people who actually want to come to the area. 5-Yes 6-18 years in hotel industry, marketing experience, looking at feeder cities, making worthwhile contacts with persons who want to come to the area, looking for return guests, FB marketing/ads-direct toward specific groups. Glover advised Committee can make a recommendation to Council. Motion by Ian, seconded by Fournier, motion carried and Josh was welcomed. (Activated at 00:04:16)

Justin Clapp, Travel and Tourism Executive of iHeart Media presented his proposal, providing a verbal and digital presentation displayed on the screens in the room. The presentation focused on ads as part of podcasts and music streaming. Camille asked questions of Clapp regarding the size and composition of his team. He described his local team, his market team throughout Colorado, and the overall nationwide team of iHeartMedia. He spoke on teams that are focused on different classifications of audiences such as the Vivacious and Thriver, and

the Shopper. She asked about how he would work with the travel organizations in the city such as the Chamber of Commerce and Fox and Crown and he advised he would work in whichever way the Committee would prefer. He advised he could tailor the package/costs to what the town would like to do. (Activated at 00:11:41)

Glover introduced the agenda item and spoke on the agreement consideration (see staff memo) and showed the proposal. Robbi Richter joined to provide input on the weather camera. Robbi advised the camera views are very popular and is a great opportunity. She explained how the cameras work (on KPTV, Fox 2). Richter advised it includes the weather camera view as well as hosting the Discover Newport site ad/link. Goplen asked if other news agencies have cameras and Richter advised there is just the one now. Camille suggested putting this out for RFP. Camille asked Richter her opinion and Richter advised this is a popular and well used camera. (Activated at 00:55:31)

Goplen asked Richter to ask to negotiate the price. Goplen mentioned others have cameras on news agencies throughout the town, including the Maritime Museum. Camille mentioned there are other opportunities for exposure through cameras as well. Richter said she would check into it. Camille asked Glover to add this to the next meeting agenda. (Activated at 01:04:23)

Ian introduced the agenda item. Taylor \*\*presented Social media analytics showing increases in impressions and organic impressions as well as visitor shares. John Perez spoke, lead designer at Fox and Crown. Discover Newport website, Dec., slightly lower than November but numbers doubled over last year. January numbers look good so far, can probably attribute to S&W festival and King Tides. Google search ad campaign is doing well. Mostly searching for S&W. Interest is coming mostly from Bay area, PDX, Seattle. Ads- Also looking at Billboards. Goplen asked if analytics numbers could be hidden from the end user on the website. Perez advised he would check into it. Sara asked if ads are aimed at S&W visitors to encourage them to do other things while in town. F&C advised they have blog posts exactly for that. Questions asked about video ads and F&C said it has not been budgeted for yet. Richter advised she and F&C would set up a meeting with Kitchen Wild to work toward repurposing videos/video blogs from previous year/s. Camille gave input on photos with people's backs turned and spoke on how the phrase Dungeness Capitol of the World and encouraged pushing out that trademarked phrase because it is highly valuable. Also highlighted the port hosting the largest fishing fleet on the coast and asked to push that as well. Asked if they are working with Judy to change the billboard on Hwy 18. Goplen asked they have included a call to action on the ad copy such as a "book now" QR code. Goplen said can have QR codes that look like a crab. (Activated at 01:07:35)

Ian introduced the agenda item and Robbi Richter presented the Chamber report. Richter advised she was contacted by Seattle Kraken to advertise with them (hockey), \$2500 for half page ad and feels it is a good way to push contact out into a different type of media. Encouraged input into different types of media or markets. Open to input. Camille asked how budgets are prepared, quarterly etc. Glover advised it is lined out per fiscal year, starting in July. Camille asked for another column that addresses expenditures to date so the Committee is aware of where they stand each month. Richter also advised there is wiggle room if iHeartMedia is desired to be pursued. Camille also asked Richter to bring copies of the publications mentioned in the detailed reports. Goplen asked about transient room tax revenue and asked how much, percentage-wise, goes toward tourism. Glover advised it is a bit complicated but comes out to around 60-70%. Goplen asked for a visual to show how much goes to Discover Newport and also if Council can change the split and allocation. Glover advised the Council wants the ability to use the transient room taxes where they feel is needed in which area and that is a current legislative priority. Goplen asked for a full understanding on how that would affect the budget for tourism dollars. Glover asked for clarification on whether that is at the state level or city level. Goplen said both, so the committee can be aware of where the dollars come from and how much on a regular basis. Goplen suggested adding A.I. programs to increase tourism. Said she would meet with Richter about it. Sara suggested ways to share that funding is a possibility for local groups to put on special events. Goplen suggested she could and would built a Discover Newport Committee website. Goplen asked what the process is for people to request. Glover advised he has not

seen one yet, but believes it is an application process where supporting documentation is required. Goplen asked Glover how to go about getting permission to create a website and he advised it is a complicated process, but could work toward digital applications. Glover asked Sara how they would like to go about getting the information out and Sara advised the Committee first needs to know about funding and then making the application accessible. Glover advised he would put on the next agenda. The committee discussed emails from the Fox and Crown site and Goplen said she received one in January but the others did not receive them. Sara said businesses should know they can send information to F&C for dissemination and putting it on their calendar, plus information for the emails/newsletters. Camille asked about a 10-15 second KBTv ad asked Robbi to show the ad. Sara asked about a monthly calendar to promote events, particularly annually. Camille advised the Chamber has an annual calendar and Richter advised it can be used and she will review any submissions received. (Activated at 01:25:07)

## Service Level Agreement for

# City of Newport

Effective April 1, 2023 – March 31, 2024

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### Scope:

This Service Level Agreement includes the maintenance, care, and service of all audio-visual systems currently installed in the locations as listed under Site Location.

### Site Location:

City of Newport City Hall  
169 SW Coast Hwy  
Newport, OR 97365

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### Modes of Service

Monday – Friday phone and email assistance from 8am – 5pm  
On-site visits from Delta AV technician

### Included Services & Scheduling:

This Agreement includes the following:

- On-site service labor including troubleshooting, removing, reinstalling, configuring equipment (see exclusions)
- Up to one (1) On-site service call
- Up to four (4) Remote service sessions
- Up to one (1) Preventative Maintenance (PM) trip (to be scheduled in advance)
- Priority scheduling of on-site service work for quickest resolution of issues
- Remote Monitoring with Remote Access includes daily check-in on system with resolution of minor incidents.

The preferred method of requesting service for issues is to email [priority@deltaAV.com](mailto:priority@deltaAV.com).  
24-business hour email or phone call response to incidents.  
All rooms are to be available during scheduled service call or Preventative Maintenance.

### Equipment:

Delta AV will work with manufacturer warranties on all equipment.  
Delta AV will consult and coordinate with City of Newport Audio/Visual personnel for best resolution if/when any equipment, parts or component repairs are *not* covered under warranty.  
Delta AV will manage warranty information for equipment as designed, spec'd, or installed by Delta AV to the best of its abilities.

## Exclusions:

Scaffolding and lift rentals  
Non-AV related IT equipment including switches, access points, servers or routers that are not a part of or necessary to the operation of the installed AV system or its components  
The cost of replacement parts or components  
Any new rooms, spaces or areas not pertaining to the address listed under Site Locations above  
Project specific parts & equipment; Event Support; Embedded Employee

## Standard Rates After Purchased Time:

Additional standard service rate per hour per technician .....\$150.00  
Additional standard programming rate per hour per technician .....\$160.00  
Additional after hours and weekend rate per hour per technician .....\$300.00  
Per Diem for over 8-hour workday in Oregon.....\$200.00

Payment is due at the beginning of coverage term and coverage begins on receipt of payment.

The length of the Agreement is one (1) year.

If you wish to renew for the next year, please contact Delta AV three months prior to Agreement end date.

All On-Site Service, Remote Service, Preventative Maintenance, and Travel..... \$4,925.00

**Total Priority Service for one year ..... \$4,925.00**

## Approval:

Customer Signature: 

Date: 3-17-23

Purchase Order: \_\_\_\_\_

Customer specified point of contact(s): \_\_\_\_\_

## Agreement Specific Terms & Conditions

### Customer Responsibilities

#### Customer Responsibilities.

- a. Assign and maintain a point of contact for Delta AV. The point of contact will provide on-site support for the customer's equipment, hardware, software applications or can act as a liaison to the customer's site or support group.
- b. Use the processes defined in this Agreement for requesting help and services.
- c. Maintain timely payments with Delta AV.
- d. Any unauthorized changes made to a system by the customer may result in additional time and material changes.

### Service Hours

Business hours for Delta AV are from 8:00 am to 5:00 pm Monday through Friday, excluding the following holidays: New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving (Thursday and Friday), Christmas Eve, and Christmas Day. If a holiday falls on a Saturday, Delta AV is closed on the preceding Friday. If a holiday falls on a Sunday, Delta AV is closed on the following Monday. Extreme weather, and or emergencies may prompt Delta AV to close or adjust its operating hours.

### Priority Service Request Process

To make a request for service from Delta AV, email [Priority@DeltaAV.com](mailto:Priority@DeltaAV.com) or phone 503- 907-0137 during business hours.

### Locations

This Agreement covers the rooms and systems located at the address under Site Locations as of the date the agreement is signed. As new rooms, areas and locations are added to the desired scope of this Agreement, considerations such as location, system size, number of rooms, etc. will be factors in determining whether this Agreement will need to be revised or amended at Delta AV's discretion.

### Early Termination

This Agreement may be terminated by either Delta AV or the Customer with a 30-day notice. Funds originally paid or invoiced ahead of time will be returned as an amortized value according to the date of the termination of the Agreement, and in proportion of funds already used for services rendered and/or parts purchased, if terminated before the full term of the Agreement has completed. If no such early termination has been requested in writing 30-days prior to the termination of this Agreement's full term, unused funds can be rolled over into a new Agreement term if renewed. If there are unused funds, no early termination and no Agreement renewal, the customer forfeits the remaining balance.