



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, August 14, 2014, City Manager's Conference Room, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541) 574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE Thursday, August 14, 2014, 2:00 P.M. A G E N D A

- I. Call to Order
- II. Additions/Deletions to the Agenda
- III. Consent Calendar
 - a. Minutes -July 15, 2014, and August 1, 2014 meeting minutes review and approve
 - b. Review of Accts., July 2014
- IV. Media Consideration
 - a. Concierge ToGo - Marti Staprans
 - b. KOOL FM 103.5 Radio Proposal - Gary Swiderski
 - c. CBS Outdoor North West Non-Metro Astoria Billboard- Leigh Deinert
 - d. Oregon Coast Visitor Guide-Gale Hart
- V. Other
 - a. Discussion on Content for the Next Stop Segment
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment

CALL TO ORDER

The July 15, 2014, meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Steve Beck, Lil Patrick, Carrie Lewis, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Dean Sawyer Council Representative and Jamie Rand from News-Times.

INTRODUCTIONS

No introductions needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the June 12, 2014, meeting;
- B. Review of Account, June 2014

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

OTHER

The committee discussed and considered the application for a Tourism Facilities Grant from Oyster Cloyster. Carrie Lewis abstained from the discussion and vote. The committee decide to recommend the grant to the City Council for \$5,000.

MOTION was made by Clark, seconded by Patrick, to approve the Tourism Facilities Grant for Oyster Cloyster in the amount of \$5,000. The motion carried unanimously in a voice vote with Carrie Lewis abstaining.

REVISION OF BROCHURE

The committee reviewed the brochure with Rand revising pictures and text. Rand will provide another draft for the next DNC meeting.

MARKETING CAMPAIGN BY NEWS-TIMES

Rand presented the marketing campaign for the coming year to the committee. This year the committee decide to go with a "things to do list" theme. Rand shared several different versions that were developed to appeal to the various demographic groups that the DNC is trying to reach with the marketing campaign.

MOTION was made by Lewis, seconded by Clark, to approve the marketing campaign presented by the News-Times. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Davis presented the media proposal from Next Stop. The proposal was provided to multiple cities along the Central Coast. Lincoln City and Florence have already agreed to the proposal and committed \$5,000. Next Stop would like to create a 30 minute show on the Central Coast with three segments featuring Florence, Newport and Lincoln City. This show will be played on OnDemand and on Alaska Airline in flight programming. The cost is \$5,000 for each city. The city would receive a copy of there segment that they could use in any way they would like. DNC would provide the film makers with the content they would like included in Newport's spot.

MOTION was made by Beck, seconded by Patrick, to approve Next Stop Video on the Central Coast for \$5,000. The motion carried unanimously in a voice vote.

The committee discussed OnDisplay Skyscraper proposal.

MOTION was made by Patrick, seconded by Lewis, to approve OnDisplay Skyscraper for the amount of \$87,000. The motion carried unanimously in a voice vote.

DISCUSSION AND ACTION

There was a brief discussion on the Grande Round CBS billboard confirmation that the DNC had approve purchasing it again.

Davis showed the Committee the DNC mobile website had been rebuilt based on the discussion at the previous meeting. The committee like the rebuild. They found it much more user friendly.

Next meeting will be August 14, 2014 at 2 P.M.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:43 P.M.

CALL TO ORDER

The August 1, 2014, special meeting of the Destination Newport Committee was called to order at approximately 10:01 A.M. In attendance were John Clark, Steve Beck, Lil Patrick, Carrie Lewis, Ric Rabourn, Judy Kuhl and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant and Dean Sawyer Council Representative.

INTRODUCTIONS

None needed.

REVISION BROCHURE

The committee review the brochure and suggested changes.

1859 AD ARTWORK SELECTION

The committee selected the sailboat artwork for the fall 1859 issue. The boy and dog art work, the committee would also like to use but at a different time of the year. The committee would like to see some art work with females in the photos. Davis has some fishing photos that could be used for the brochure or future ads.

DISCUSSION AND ACTION

Jon Olson will be filming starting August 19 through 23. At the August 14, 2014, meeting of DNC the committee will discuss the content of his filming.

Next meeting will be August 14, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 10:22 A.M.

Concierge ToGoSM HospitalityVisionTM always accommodating

Submitted by Marti Staprans Barlow, marti@hospitalityvision.net (541) 760-5996.
Twitter @goaskmarti www.hospitalityvision.net

HOSPITALITYVISION/CONCIERGE TOGO® HOTEL MOBILE/TV AND PRINT PARTNERSHIP

THE BEACH IS JUST AN HOUR AWAY...

Since 76% of Oregon's 73 million travelers stay in hotels/motels/resorts and participate in day and overnight trips, advertising with HospitalityVision and Concierge ToGo[®] is the best way to reach this market. (22% of these targeted travelers have traveled to visit a beach.)

Advertising with HospitalityVision/Concierge ToGo[®] targets Albany, Eugene and Corvallis university markets where families, visiting students, and business travelers are looking for a "day trip" which can be easily converted into an overnight stay. This is a ready-to-buy market simply deciding where to go. (Longwoods Intl.)



The fastest growing group of travelers are the millennials. They find info and book travel on their smart phones and we target them directly – smart phone use has surpassed PC use.

DESTINATION NEWPORT "GOES MOBILE" WITH THE NATION'S ONLY TRADEMARKED VIRTUAL CONCIERGE HOTEL SMART PHONE APP



For just \$225.00 a month (usually \$99 monthly per market), Destination Newport will receive:

1) CONCIERGE TOGO® MOBILE SMART PHONE APP LISTING

Listing on Places to Play for Destination Newport website on virtual concierge phone apps. With Concierge ToGo guests can take the directory out of the roomTM at these hotels:

Corvallis:

Leo at the Corvallis Hilton Garden Inn (code 1234 for sample)

Bernice at the Holiday Inn Express on the River

Super Kate at the Corvallis Super 8 Riverfront – new (code 1250 for sample)

Cory at the Corvallis Best Western

Albany:

Sadie at the Comfort Suites

Wes at the Best Western Albany - NEW

Super Nate at the Albany Super 8 – NEW

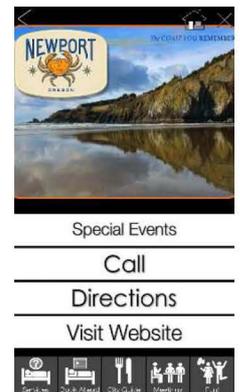
Eugene:

Phil at the Campus Inn Suites

Gene the Duck at the Comfort Suite Glenwood

Phil at the Broadway Inn –NEW

Phil at the Courtesy Inn - NEW



NEW: LISTINGS ON CONCIERGE TOGO BED AND BREAKFAST MOBILE APP IN CORVALLIS! Now, Bed and Breakfast guests at Sweet Stay Corvallis are referred to Newport! BnB Concierge ToGo.

59% of all travel booking/plans are no made online or on mobile source – per NewMedia watch. Concierge ToGo provides a concierge to mid-level hotels so guests can tour hotel amenities, books room, play free games, send a free postcard, check meeting times and local events, reserve a limo tour, order a wakeup call, book a spa, order room service and check out and all local dining options/attractions. Videos and photos can be incorporated in the app.



NEW



(New FirePhone)

2) IN-ROOM HOTEL TELEVISIONS Many hotel groups, including Choice ® and IHG ®, have incorporated de-clutter programs in rooms and lobbies.

HospitalityVision is your entry into each and every room to invite guests to Newport on the specific in-room hotel information channel or official TV Guest Directory – we have replaced the in room print directory in most of our hotels.



Destination Newport's ad is showcased to TARGETED visitors making their buying decisions in the room:

Your ad is aired on all the hotel TVs 160X a day, 5400 X a month on each TV in these adjacent day and overnight trip-friendly markets on only in-room ad venue

Albany: Comfort Inn Suites, Phoenix Inn Suites, Holiday Inn Express and Super 8 for 400 rooms to **153, 300** guests annually. *guests ask for day/night trips

Corvallis: Hilton Garden Inn, Holiday Inn Express on the River, Best Western Grand Manor Inn and Super 8 OSU partner hotels in 450 rooms to **215,000** visitors and Beaver fans annually. *guests ask for day/night trips

Eugene: Comfort Suites, Campus Inn Suites, Phoenix Inn Suites, Broadway Inn, Courtesy Inn, and University Inn U of O Partner hotels 450 rooms to 250,000 visitors and Duck fans annually. *guests ask for day/night trips. **Ad can be switched out seasonally at no extra charge.**

3) PRINT EZ MAP IN LOBBY

Print Listing on EZ maps in Corvallis, Albany and Eugene – the primary map handed out in the hotel lobbies and printed monthly on demand so it can be seasonally adjusted for different activities. 35, 000 copies printed annually.

4) BONUS- brochure in each room at Corvallis Super 8 and delivery to our partner hotel lobbies.

Total TARGET MARKET REACH – 618, 300 guests on all screens and map.

Total partnership agreement amount to be approved for 2014-2015 or 9 mos at \$225.00 or \$2025*

***three months free donated by HospitalityVision/Concierge ToGo in support of Oregon Tourism.**

With HospitalityVision.....



A personalized concierge for each hotel so that each hotel can stand out from the rest.

Guests watch their lobby or in-room TV's for information about the hotel and community and then simply scan in the QR code and download the ConciergeToGo™ app on their smart phone and take their *Guest Directory out of the room* with detailed hotel info, maps to local attractions, restaurant menus, meeting times, hotel rewards program links & free games.



Address

3624 Avion Drive
Medford, OR 97504

Office

541-772-4170
541-857-0340

Sales Fax

541-857-0326

News Fax

541-858-5416



CALL LETTERS:
DIAL POSITION:
POSITIONING STATEMENT:

KLDZ
103.5 FM (100,000 Watts)
"Southern Oregon's Greatest Hits"

FORMAT:

Up Beat Adult Contemporary
KLDZ, known as KOOL 103, is the station that keeps you movin' thru your workday playing Southern Oregon's Greatest Hits from the 60's, 70's, 80's and 90's.

TARGET DEMO:

Adults 35-54 (higher percentage of women)

STATION FEATURES:

KOOL 103 FM is Southern Oregon's ONLY station playing music exclusively to the Baby Boomer and Generation X crowds. KOOL 103 fills the huge gap missing in adult contemporary radio with a fun, up-tempo station with favorite Top 40 hits from the 60's, 70's, 80's and 90's! Southern Oregon is now enjoying KOOL Mornings with

COMMUNITIES SERVED:

Licensed to Medford, Or. 103.5 KLDZ FM
Serves Grants Pass, Medford, Ashland, Jacksonville, Rogue River, Central Point, Phoenix, Gold Hill and surrounding Jackson and Josephine County areas.

**TRANSLATOR LOCATIONS/
DIAL POSITIONS:**

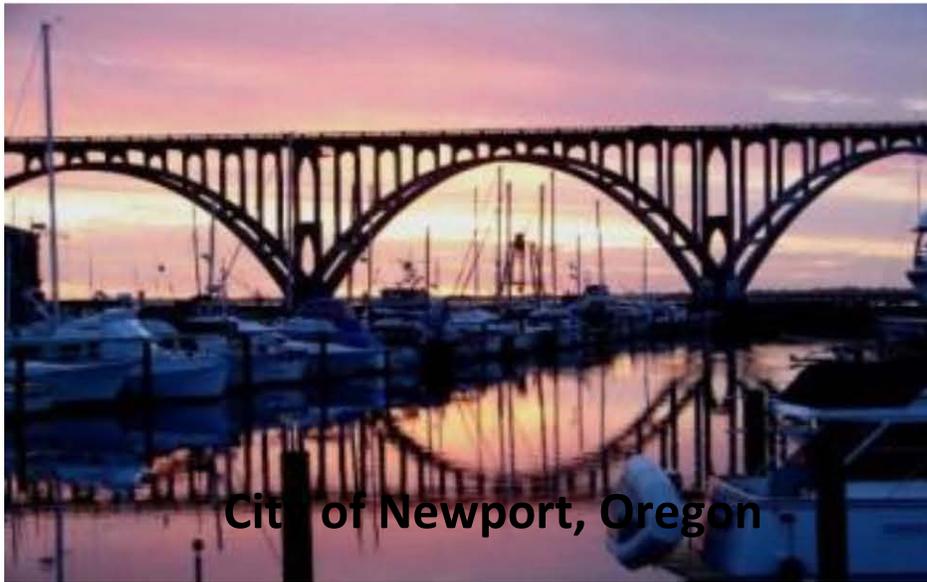
Ashland 104.3 Rogue River/Grants Pass 101.1

KEY FACTS:

KOOL 103 listeners have come to expect larger than life contesting! KOOL has awarded thousands of dollars in cash and automobiles to local winners. While handing out the prizes KOOL offer personal appearances by the on-air staff as well as continuous support for community events.

AIR PERSONALITIES:

Mornings: KOOL Mornings with Don Hurley
Mid-days: Amanda Valentine
Afternoons: Casey Baker
Evenings: Cricket Kincaid



City of Newport, Oregon

KOOL FM 103.5

**Annual Radio Ad Campaign to promote
your historic city to residents of Southern Oregon**

Campaign Run dates: September 1st – June 30th
Two Alternating weeks each month

:30 second commercials to air Monday thru Friday 3 per day
6am – 8pm PRIME TIME programming

:30 second commercials will also air on Saturdays 4 per day
10am – 3pm

Thirty (30) Weekdays spots @ will run between 6am – 8pm
Eight (8) Saturday spots will run between 10am – 3pm

There is no charge for production of your :30 second commercials

Total Investment Amount: \$936 per month

CLIENT SIGNATURE _____

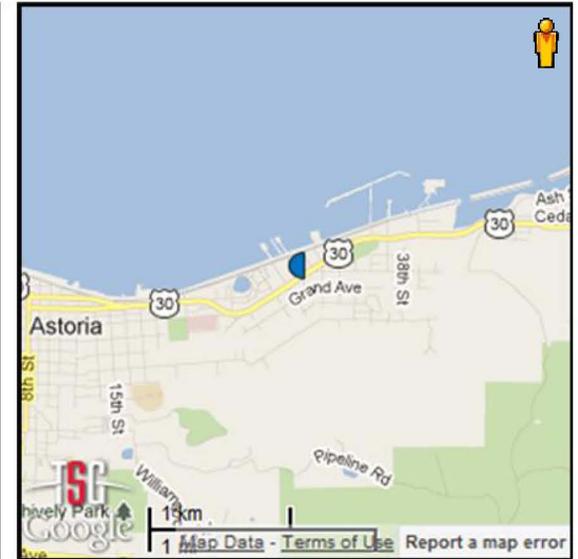
DATE _____

Bicoastal Media does not discriminate on the basis of race, gender or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.

Station information follows on separate sheet

Gary Swiderski
Marketing Consultant
Phone: (541) 494-4183
GarySwiderski@bicoastalmedia.com

NORTH WEST NON-METRO - Astoria, Or #000787



NOTES:
Production Material: Vinyl
This location is illuminated.
Latitude: 46.190735 Longitude: -123.809851

S/L HWY 30 125 FT W/O 31ST ST E / Facing E - 10'x24'
Adults 18+ Weekly Impressions: 46,678



135 Silver Lane, Suite 230 • Eugene • OR • 97404 • (541) 607-9355 • WWW.CBSOUTDOOR.COM



Discover the best advertising investment in Lincoln County!

*Oregon's
Central Coast*

Visitor Guide

Heart of the Oregon Coast!™



*Oregon's
Central
Coast*



800.767.2064 www.CoastVisitor.com

Join Oregon's Central Coast Association for as little as \$200 per year. Enjoy numerous Member benefits and save on advertising in our Visitor Guide.

The top 3 reasons to advertise in Lincoln County's official visitor guide:

1. We advertise our Visitor Guide!

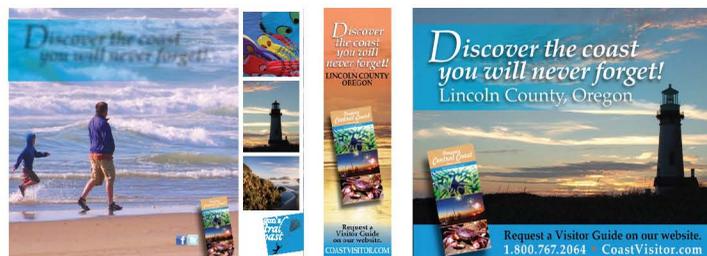
- We feature the Visitor Guide in large print display ads in the best travel & lifestyle publications
- Online ads on the most strategic web sites.
- We participate in area trade shows where we promote and distribute our Visitor Guide.
- The focus of our advertising is Lincoln County and the *official* Lincoln County Visitor Guide.

2. Circulation & Distribution

- 100,000 copies
- We direct mail our Visitor Guide all year to qualified national and international leads.
- We distribute to over 350 Lincoln County locations.
- We invest in Travel Oregon's Welcome Center Program and distribute our Visitor Guide at key locations throughout Oregon including PDX.
- We drop ship to over 215 strategic locations nationwide.

3. The official Lincoln County Visitor Guide

- Our ad rates are **affordable!** We are a Member-based, nonprofit organization and we keep our ad rates low for our Members.
- Our only mission is to increase tourism in Lincoln County.



samples of our advertising

Advertising Rates

Full Page Display Ad

Member: \$3,300 Non-Member: \$4,100
COCA Members – Includes premium placement in the Visitor Guide, an expanded listing with matrix icons and 175 character text, one additional basic listing on subpages, map location identifier and complimentary expanded website listing

½ Page Display Ad

Member: \$1,650 Non-Member: \$2,200
COCA Members - Includes an expanded listing with matrix icons and 175 character text in the Visitor Guide and complimentary expanded website listing

¼ Page Display Ad

Member: \$920 Non-Member: \$1,300
COCA Members – Includes a basic listing in the Visitor Guide and complimentary expanded website listing

1/8 Page Display Ad

Member: \$570 Non-Member: \$830
COCA Members – Includes a basic listing in the Visitor Guide and complimentary basic website listing

Extended Listings

Member: \$175
COCA Members only – Includes an expanded listing with matrix icons and 175 character text in any section of the Visitor Guide

Map Location Identifier

Member: \$175
COCA Members only – business location on the appropriate map in the Visitor Guide

Reserve your space in the Visitor Guide today!