

## **CALL TO ORDER**

The April 18, 2013 meeting of the Destination Newport Committee was called to order at 2:20 P.M. In attendance were John Clark, Lorna Davis, Gabriel McEntee, and Ric Rabourn (via telephone). Also in attendance was Dean Sawyer, Council Liaison, Jim Voetberg, City Manager, and Peggy Hawker, City Recorder/Special Projects Director.

Others in attendance were Leigh Dinert, Howard Shippey, and Glenn Edwards.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the March 21, 2013 meeting;
- B. Review of Accounts for March 2013.

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

## **CONSIDERATION OF TOURISM MARKETING GRANT - NEWPORT SYMPHONY ORCHESTRA**

Glenn Edwards appeared on behalf of the tourism marketing grant application for the Newport Symphony Orchestra. He distributed a handout and described various aspects of the grant application, including promotional ticketing; marketing to a wider radius; promotional rates, and the addition of matinees. Rabourn noted that these grant monies are dedicated toward increasing overnight stays. Davis suggested including PAC events in print creative in the fall. Glenn noted that the grant monies could be set aside to market outside the area with the intention of drawing people who will spend the night. Glenn discussed the possibility of promotional ticketing as a part of a lodging package. The Committee agreed that Glenn develop an advertising and promotional ticket plan and bring it to the next DNC meeting.

## **NEW MEDIA CONSIDERATIONS - LLOYD CENTER ADVERTISING**

A discussion ensued regarding the proposal for advertising on and at the Lloyd Center Ice Rink. It was agreed to table the discussion until the next meeting to obtain demographics on the ice rink and mall.

## **ADJOURNMENT**

The meeting adjourned at 2:40 P.M., as Rabourn left the meeting, and there was no longer a quorum.