

Destination Newport Committee
April 20, 2017
2:06 P.M.
Newport, Oregon

CALL TO ORDER

The April 20, 2017 regular meeting of the Destination Newport Committee was called to order at approximately 2:06 P.M. In attendance were Steve Beck, John Clark, Lance Beck, Ric Rabourn and Lorna Davis. Also in attendance were Jamie Rand from the Newport News Times, Dean Sawyer, City Councilor, Lance Vanderbeck, Airport Director and Melanie Nelson, Executive Assistant.

GUESTS: John Clarke, KPTV; Nick Gillaspie, KVAL Eugene; Nancy Steinberg, Newport News-Times and Larayne Yaeger, Oregon Coast Today.

Introductions were made around the room by everyone.

There were no additions or deletions to the Agenda.

CONSENT CALENDAR

The consent calendar consisted of the following items:

Minutes of the March 16, 2017 meeting; Review of Accounts – March 2017.

MOTION was made by John Clark, seconded by Lance Beck to approve the consent calendar, as written.

Lance Beck brought in a budgeting spreadsheet, which everyone reviewed. Discussion was held about the accounting detail sheet and a few payments which were made which members needed clarification on. They asked for information on these payments/invoices.

MEDIA

John Clarke from KPTV gave a proposal regarding the weather camera. He stated that they would provide the camera, DNC would provide the broadband and there would be a monthly fee of \$3,250. This would be a 360-degree mount. The connection costs would be DNC's, but the camera and mount would be KPTV's responsibility. KPTV would bill the committee however the committee wanted it billed. (annual, monthly, quarterly.) He also explained if we paid the whole thing in one annual payment he would fight to get us a 10% discount.

Nick Gillaspie from KVAL-Eugene, gave us a presentation and proposal. He discussed stats and the number of households which KVAL covers. He included a schedule of where our ads would be placed in that presentation. We would have a total of 50,000 impressions 94 times throughout the week for a total \$6,750.

Larayne Yaegar from Oregon Coast Today proposed a 16-week run during Memorial Day through Labor Day. This would be \$263 per week and a Facebook shout-out online. It is exactly the same as last year. There would be the option to extend that, as well. She is also offering a supplemental monthly insert different area papers. There is an anchor spot (back) and if DNC chooses to have an anchor page, DNC would also get to choose which papers get the insert each month. The anchor spot needs to commit to 12 months.

Destination Newport Committee
Minutes of April 20, 2017

Lance Vanderbeck, Director of Newport Airport, gave a presentation. Lance stated that the airport is used for personal charters and military, but no commercial airlines. There is the Canadian Air Force which comes in once a year and spends a week here. They stay in motels and eat at the local restaurants while here. The airport is used by companies like Kroeger and Pacific Seafood. Lance explained that there is now a Hertz Rental set up to rent vehicles to use while in town, on-site at the airport. Some discussion followed about different advertising avenues which DNC could provide for the airport.

It was decided that the committee could come up with an easy postcard-type survey. Lance would come up with a few questions on the card, as well as ask for contact info to place on the card. Lance is going to check his calendar for next month. If he is available, he will attend the next DNC meeting to help continue with this collaboration.

There was discussion about Google adwords and budgeting for the rest of the year.

Discussion followed regarding the proposals which were received by John Clarke, Nick Gillaspie, Larayne Yaeger and Eugene Emeralds. It was decided that they would table the Eugene Emeralds and KVAL Eugene until the May meeting. Discussion followed about Travel Portland Visitor Guide. The decision was made not to purchase any ads with them at this time.

MOTION was made by Steve Beck, seconded by Lance Beck to pursue KPTV web- cam for \$35,100 with additional money for the monthly fee of \$150 and also securing a modem. There was a voice vote which carried unanimously.

There was discussion about Oregon Coast Today. The consensus was that Chair Davis would get more information from Larayne before the committee made a decision on this.

OTHER

Chair Davis stated that the Chamber of Commerce has a Travel and Words Tradeshow coming up on the 24th and 25th. Chair Davis asked the Committee if they would be willing to pay for the trade show to represent Newport at the show. The total cost is \$815. It would be a Newport pop-up.

Lance called for a vote and Chair Davis abstained from the vote for DNC to pay the \$815 for the Newport booth at the upcoming Travel and Words Tradeshow. The vote was carried and passed unanimously.

Jamie introduced Nancy Steinberg and explained she does most of the writing for Discover Newport. Chair Davis stated that all of the content and is done by the news media team, along with the Chamber staff. Jamie explained that the quarterly report for this committee will be done by he and Chair Davis on May 1. He stated that he thinks that anyone can see that this committee has been very successful in the goals it has set. He stated the Jack Rabbit (booking online direct to hotels) has not been very responsive, so far. Discussion followed. Jamie asked if anyone had any ideas to do next year that we didn't do this year. More discussion followed.

Jamie stated he is sending a 'thank you' note to Rogue for the bottle caps they made and will be sending it off. He asked if there were any other signatures anyone wanted to add before he sent it off.

Destination Newport Committee
Minutes of April 20, 2017

DISCUSSION AND ACTION

Please see the discussion and action items above.

CHAMBER REPORT

There was nothing reported regarding the Chamber.

PUBLIC COMMENT

The committee's next meeting will be May 18, 2017.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 4:05 P.M.

Respectfully Submitted,

Melanie Nelson

Executive Assistant