

CALL TO ORDER

The August 14, 2014, special meeting of the Destination Newport Committee was called to order at approximately 2:06 P.M. In attendance were John Clark, Steve Beck, Carrie Lewis, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant.

INTRODUCTIONS

None needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the August 1, 2014, meeting;
- B. Review of Account, July 2014

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

MEDIA CONSIDERATIONS

Concierge to go-Marti Staprans introduced the new Bed & Breakfast component to their app and revisited their proposal from a previous meeting.

KOOL 103.5 Radio proposal was presented and considered.

CBS Outdoor-Leigh Deinert present some new last minute poster program opportunities now available to the committee.

Oregon Central Coast Visitors Guide-Gale Hart presented the opportunities for the 2015 guide.

OTHER

The committee discussed the upcoming shoot for the Next Stop segment that will be shooting in September 19-20. The committee decided on the content of the Newport segment. It was decided to use picture of local attractions with a narrative over the pictures due to the shortness of the segment. The committee felt that video clips would need to be too long to be effective. The committee asked Davis to discuss the content of the segment with Next Stop on behalf of the committee.

DISCUSSION AND ACTION

MOTION was made by Beck, seconded by Clark, to approve a 9 month renewal of Concierge ToGo for the amount of \$225.00 a month. The motion carried unanimously in a voice vote.

After a discussion the committee decided to revisit the KOOL 103.5 proposal in spring, they would like more information on out-of-the-area visitors from the area of focus for this station before making a decision.

After a discussion the committee decide to postpone a possible poster campaign until the new artwork for the ad campaign is available.

MOTION was made by Beck, seconded by Lewis, to approve Central Coast Visitors Guide for a 1 page back cover for one year for the amount of \$3,600. The motion carried unanimously in a voice vote.

Next meeting will be September 18, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:05 P.M.