

Destination Newport Committee
August 20, 2015
2:02 P.M.
Newport, Oregon

CALL TO ORDER

The August 20, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:02 P.M. In attendance were John Clark, Judy Kuhl, Ric Rabourn, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand, News-Times, Ian Frost, Oregon State Beavers, Randy Ross, KEZI, Marti Barlowl, Hospitality Vision, Losh Logan, Comcast, Ted Bainbridge & Neal Henning, Visitors Choice.

INTRODUCTIONS

Everyone went around the table and introduced themselves

ADDITIONS/DELECTIONS TO AGENDA

None

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the July 16, 2015, meeting;
- B. Review of Accounts for July 2015; and the end of the 2014-15 fiscal year.

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

MEDIA CONSIDERATIONS

Hospitality Vision - Barlow reviewed her proposal that had a few additions this year. She highlighted the new features and the well liked features. They have the ability to track people using the app.

Oregon State Beavers - Frost reviewed his proposal which included the demographics of their fans and the loyalty their fans show to businesses that support the Beavers.

KEZI - Joss presented their proposal for the 2015-16 which included the new programing. They are introducing a digital platform which can target the demographics that the committee wishes to target. They can track and send reports.

Comcast - Logan presented the special programing that Comcast can provide. \$10,000 for 2.6 million impressions 100,000 targeted with 70% of market reached or \$20,000 per month for 5.8 million impressions 81% of market reached.

Visitors Choice: Bainbridge and Henning presented their proposal. They have a new look. They are using people on the cover, moving calendar of events to the middle of the book, maps will have less text and bigger photo. \$4,000 soft cover for Bend and Coast and \$4,000 hard cover for Bend and Coast. Must have three year commitment and you get intro to fun section.

DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

Rabourn suggested that the committee use more money on digital advertising. The committee discussed the focus of digital advertising. This is the direction the committee has been heading that is why the commercials were made. The committee will continue to discuss more of a digital focus and the News-Times would be able to administer a digital focus if the committee choose that.

Davis reviewed the information she received from Mike Murzynsky, City of Newport Finance Director. The 46% of Room Tax is split between DNC, Chamber of Commerce, OCCA, VAC, and a little Admin. The reason that DNC has not been increased is due to the volatile nature of the Room Tax rate. It was suggested that if the committee wanted more money for a project in the spring that the committee go to the City Council and request additional funds for that project. The Council would know if they had the extra money in Room Tax to provide the funding. By using this approach the city does not run the risk of becoming over extended in the Room Tax Fund.

Davis reviewed what the Chamber does for the city and the committee. Currently, revamping the DNC and Chamber websites making them mobile friendly. They manage the press room, photos, calendar of events, they post everyday on Facebook and Instagram.

Davis will send the link to DNC for the Google Analytics.

Analytics and Chamber Report will be added to the agenda for DNC.

Committee passed on OPB proposal.

Committee would like to hold until September on KGAL, Hospitality Vision, Oregon's Coast Visitors Guide, and Visitors Choice.

MOTION was made by Rabourn, seconded by Kuhl, for Oregon State Beavers campaign with Facebook engagement and Reser Stadium Ribbon Board and one PA announcement for \$17,000. The motion carried unanimously in a voice vote.

MOTION was made by Kuhl, seconded by Rabourn, to continue advertising on KEZI for both TV and Digital for April and May for \$20,000 total. The motion carried unanimously in a voice vote.

MOTION was made by Rabourn, seconded by Kuhl, to advertise on Comcast for 5.8 million impression for \$20,000 in September and 2.6 million impressions for \$10,000 for October for a total cost of \$30,000. The motion carried unanimously in a voice vote.

Committee choose to pass on All Classical.

Next meeting will be September 17, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 4:39 P.M.