

Aug. 31, 2017

2:20 p.m.

Newport, Oregon

The Destination Newport Committee met on the above date in Conference Room A, Newport City Hall.

In attendance were: Committee Members Lorna Davis, Judy Kuhl, Ric Rabourn, John Clark and Lance Beck. Also in attendance were: Deputy City Recorder Gloria Tucker and Greater Newport Chamber of Commerce Office Manager Patti Ferry. Committee Members Steve Beck and David Heater were absent.

#### **ADDITIONS/DELETIONS TO AGENDA**

MOTION was made by Beck, seconded by Kuhl, to add KPTV Webcam and Committee Budget to Discussion and Action. The motion carried unanimously in a voice vote.

#### **CONSENT CALENDAR**

Davis pointed out the \$5,000 spent in the Committee fund for Mo's Restaurant event should not have come from the Committee expense account. Tucker said she would amend the Review of Accounts.

MOTION was made by Clark, seconded by Beck, to approve the minutes of the July 20, 2017 meeting and Review of Accounts as amended. The motion carried unanimously in a voice vote.

#### **DISCUSSION AND ACTION**

##### **Discussion of KPTV Webcam**

Davis read an email from Steve Wyatt that said he was pleased with the images and installation of the camera at the Maritime Heritage Museum, but he was concerned about the lack of publicity for the museum.

Davis then read an email from John Clarke of KPTV that suggested transferring some of the 200,000 impressions generated on weather.com every month for Destination Newport to the Maritime Museum. In the email, Clarke also suggested making cobranded ads with the Maritime Museum and Discover Newport.

MOTION was made by Davis, seconded by Rabourn, to work with KPTV to acknowledge the Maritime Museum wherever possible as the host of the webcam including some cobranding on ads and sharing of impressions. The motion carried unanimously in a voice vote.

##### **Discussion of Committee Budget**

Beck presented the draft budget for the Committee. He said the KPTV Webcam, The KPTV Connection, The Coast Com KWG Webcam, KFIR radio spots, the Northwest Travel and Life Magazine print ads, Grand Ronde outside service and Meadow Outdoor outside service had all

been budgeted. Placeholders were included for advertising in 1859 Magazine, 101 Things, Oregon Coast Today, OCVA, Travel Oregon Visitor Guide, Travel Oregon Scenic Byways, Oregon Coast Magazine and ExplorerMediaGroup.

Beck suggested budgeting \$55,000 for Google adwords, rather than last year's \$65,000. Of that \$55,000, so far \$15,000 had been spent.

Davis said budgeting \$15,000 for Facebook ads seemed high and suggested tweaking that number to \$12,000.

Beck finished presenting the budget. He said Certified Folder Program brochure ads and Discover Newport Brochure, Corvallis Knights Baseball, and Hillsboro Hops ad production had been budgeted. Fees from Newport News Times and Greater Newport Chamber of Commerce were also budgeted. The total advertising budget, including contingencies, equaled \$373,865 with \$76,000 unallocated.

#### **Discussion of Oregon Coast Today ad**

Davis presented the Oregon Coast Today ad proposals. Rabourn and Kuhl said they were not in favor of placing ads in Oregon Coast Today. Beck said he thought Oregon Coast Today might be too local to draw in visitors. The Committee agreed not to pursue the current proposals, but would entertain future proposals.

#### **Discussion of Morrisey Productions video**

Beck presented the Morrisey Productions ad proposal. He said the videos would not be as high quality as Uncage the Soul, but the company would do a good job. So far, he said there are three concepts for ads, one highlighting the fishing community, one highlighting Rogue, and one highlighting the Yaquina Head lighthouse. Davis and Clark suggested one of the ads highlight the artist community. Davis pointed out the Committee could not highlight Rogue since that is a for-profit business. Beck said he saw opportunities to highlight the arts and sciences.

MOTION was made by Beck, seconded by Clark, to accept the Morrisey Productions video proposal for \$18,900. The motion carried unanimously in a voice vote.

#### **CHAMBER REPORT**

Since Davis is leaving the Chamber of Commerce, a new representative from the Chamber of Commerce as well as a new Chair for the Destination Newport Committee meetings have to be appointed. Davis said the new Chamber representative for the Destination Newport Committee would be either Ferry or Courtney Rand. She suggested someone else from the Committee take the role of Chair.

MOTION was made by Rabourn, seconded by Clark, to appoint Lance Beck as the Committee's new Chair. The motion carried in a voice vote. Beck abstained.

**ADJOURNMENT**

Having no further business, the meeting adjourned at 3:10 p.m.