

Destination Newport Committee
December 15, 2016
2:05 P.M.
Newport, Oregon

CALL TO ORDER

The December 15, 2016, regular meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were Lance Beck, Steve Beck, John Clark, Ric Raeburn and Lorna Davis. Also in attendance were Melanie Nelson, Executive Assistant and Larayne from Oregon Coast Today.

CONSENT CALENDAR

The consent calendar consisted of the following items:
Minutes of the November 17, 2016 meeting;

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

MEDIA

There was discussion regarding the OCVA offer for television Commercial tags on KGW. Lorna had a sample 15-second video ad on her phone and showed it to the members. There were two different packages to purchase. One was a \$2,500.00 package which had different time slots, spots and days which the ads would occur and the other package was \$5,000 package which had the same, although it had one more slot and a digital campaign which was included. Lorna placed a call to Marcus Hinz, Executive Director of OCVA. There were some questions posed to Marcus about analytics, impressions and click-throughs versus impressions.

The call with Marcus ended and some discussion followed. It was noted that historically DNC has done well advertising on KGB with digital ads and that DNC has received favorable results from last time. It was noted that KGW's analytics report would be far more detailed than any report we could produce. After the phone call, a discussion ensued. The following motion was then made:

MOTION was made by Lance Beck, seconded by Steve Beck to approve the OCVA \$5,000 Cooperative Package. The motion carried unanimously in a voice vote.

Larayne from Oregon Coast Today thanked us for our ad we have been running with them. It is about to expire and she asked if we would want to run it for another two weeks for the same price at \$263.00/ week. The following motion was then made:

MOTION was made by Ric Raeburn and seconded by John Clark to extend the ad for an additional two weeks in Oregon Coast Today for a cost of \$263.00/week.

CHAMBER REPORT

Davis discussed that Mike Yost has left and they are absorbing his duties for now but that Patty Ferry will be starting after the first of the year. Patty lives in Eddyville and comes from OSU Credit Union. She will be the office manager and they believe she will be a great addition to the Chamber.

The committee's next meeting will be January 19, 2016.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 2:38 P.M.

Respectfully Submitted,
Melanie Nelson
Executive Assistant