

CALL TO ORDER

The February 27, 2014, meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Lil Patrick, Carrie Lewis and Lorna Davis by phone. Also in attendance was Cindy Breves, Executive Assistant, Spencer Nebel, City Manager and Dean Sawyer, Councilor. Visitors included, Steve Beck, Jamie Rand, John Stafford, Leigh Deinert, Mike Cavanaugh.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the January 16, 2014, meeting;
- B. Review of Account, January 2014

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

MEDIA CONSIDERATIONS

1859 Presentation highlighted advertisement DNC did last year with the magazine. He highlight some statistics for the magazine and then focused his presentation the social media aspect of advertising they have to offer. John Stafford did not give any pricing with his presentation.

The committee reviewed the Skies America information that was provided via email. Committee decided to pass on this offer at this time.

OTHER

Media considerations that were not included in the agenda packet but added to the agenda by the committee.

Leigh Deinert from CBS Outdoor presented a poster campaign for Washington State, similar to the poster campaign the destination Newport Committee did in Oregon a few years ago. The locations for this poster campaign will start to be available in April and they would run through the entire fiscal year until June 30, 2015. She just wanted us to have this option, she wasn't sure where we were with her outdoor advertising.

Mike Cavanaugh from the City of Newport Recreation Department, presented a tourism marketing grant proposal for the upcoming bike race here in Newport. I believe this is the second year of the race. The race had a successful beginning last year. 72% of the participation are from non-residents meaning the people come to town and stay in order to participate in this bike race. 7% of the disputed are actually from outside of the state of Oregon. This would be the second year the destination Newport committee

would have supported this event with a tourism marketing grant. The group is requesting \$2000 for marketing.

MOTION was made by Davis, seconded by Patrick to approve a tourism marketing grant for the Newport bike race of \$2000. The motion carried unanimously in a voice vote.

The Committee interviewed Steve Beck for one of the two vacancies on the Destination Newport Committee. The Committee discussed the purpose of Destination Newport Committee with the interviewee. After a discussion, the Committee is recommending that the Mayor appoint Steve Beck and Judy Kuhl to the Destination Newport Committee.

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.

MOTION was made by Clark, seconded by Patrick, to approve Madden Media proposal for 1/16 page ad in the Travel Oregon Spring insert campaign, for a renewal rate of \$1460.75. The motion carried unanimously in a voice vote.

MOTION was made by Davis, seconded by Clark, to approve 1895 magazine ad for the May/June edition in the same format as last year, not to exceed \$2000. The motion carried unanimously in a voice vote.

Committee discussed picture for use in the Oregon Coast ad, it was the consensus of the committee to use the picture of the girl. The committee felt that this picture was different than anything that destination Newport has done in the past and therefore stood out.

Jamie Rand discussed the use of Basecamp for communication on creative material only for the destination Newport committee. Rand is proposing that he be able to post pictures and graphics for media considerations on base camp so that committee members can give timely input into graphics being considered. Breves expressed concern as to whether or not this would be legal under the committee rules of operation. Breves will check with Peggy Hawker the city recorder and or the city attorney to find out whether or not the committee can use basecamp for this specific purpose.

Next meeting will be March 20, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:15 P.M.