

### CALL TO ORDER

The July 20, 2017 regular meeting of the Destination Newport Committee was called to order at approximately 2:07 P.M. In attendance were Steve Beck, Lance Beck, Judy Kuhl, Lorna Davis, David Heater and John Clark. Also in attendance were Jamie Rand from the Newport News Times and Melanie Nelson, Executive Assistant.

GUESTS: Larayne Yeager, Oregon Coast Today; Nick Gillespie, KVAL, Leigh Deinert, Outfront Media and Joe Van Ras, KFIR.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

Minutes of the June 15, 2017 meeting; Review of Accounts – through July 19, 2017.

MOTION was made by John Clark, seconded by Lance Beck to approve the consent calendar, as written. The voice vote carried unanimously.

The members discussed the budget and invoicing for the new fiscal year.

There was a presentation by Jamie Rand for the 2017-2018 ad campaign. Jamie's proposal included going back to the original message created, "The Coast You Remember."

### MEDIA

Leigh Deinert from Outfront Media gave her agreement and renewal location. She stated there was a smaller board in Lincoln Beach, which would be available in September if we wanted it. She also gave information to the members about the poster campaign for Fall.

Larayne from Oregon Coast Today distributed the July 2017 issue for the members to review. She stated that the calendar anchor was still available for \$250.00/month.

Nick from KVAL briefly went through his proposal which he gave to the members last month. (94 each 30-second commercials for \$6750.00/month.) Nick also spoke about OTT (Over The Top) t.v. and how you can receive it from any device.

Joe Van Ras from KFIR stated that the price for advertising will be staying the same one more year. (\$300.00/mo.) Their location is moving, however, and he will keep everyone posted as this moves forward.

MOTION was made by Steve Beck and seconded by John Clark to renew KFIR 720 AM advertising for another year. The voice vote carried unanimously.

### DISCUSSION AND ACTION

The members discussed the proposal from Outdoor Media. It was decided that they would renew for another for \$16,430.00 but pass on the poster campaign.

MOTION was made by John Clark and seconded by Steve Beck to renew the Grand Ronde billboard with them for another year. The voice vote carried unanimously.

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Members discussed the package proposed by KVAL. It was decided to table a decision on this until the August meeting.

The Tourism and Marketing Grant Fund application for the Agate Beach Surf Classic was reviewed and discussed.

MOTION was made by Lance Beck and seconded by John Clark to approve the grant fund application for this event. The voice vote carried unanimously.

The close-out report on the marketing grant for the HELP 70-mile bike ride was reviewed and discussed. It was noted that there was nothing mentioned about the DNC grant in this close-out report.

The members discussed the close-out report on the marketing grant for the Easter Egg Hunt at the Oregon Coast Aquarium and that the event was well-attended.

Chair Davis reviewed the information which was sent by America Unlimited in their proposal.

MOTION was made by Lance Beck and seconded by David Heater to go with the proposal they sent, provided that we get Newport on the itinerary. The voice vote carried unanimously.

OTHER

Jamie Rand went over the quote for the video production services submitted by Uncage the Soul Productions. The total cost is \$47,000.00 and would include three 30-second commercial spots both as webfiles and broadcast optimized files. This quote also includes 15 high-resolution production stills with video production. This item was discussed but tabled until the August meeting.

Members discussed the budget from 2016/2017 and what, if any, changes they would like to make for the 2017/2018 budget year. The members decided that the meeting for August would be a planning meeting for the budget, only a few items will be on the agenda, Uncage the Soul, KVAL, and maybe one or two others, but nothing else. This meeting will be for budget planning purposed, only.

The committee talked about the next meeting being August 24<sup>th</sup>, but until everyone gets back and checks their schedules, we will keep it open.

CHAMBER REPORT

Chair Davis spoke with John from KPTV / FOX and that they will be here tomorrow. They will be going live at 5:00. They will be re-billing for the full amount of the year.

The Hillsboro Hops will have three dates in August that they will have a marketing table available. One of those dates is August 30<sup>th</sup>.

Chair Davis stated that Bree with the Corvallis Knights had asked if there was any interest in a Newport night in Corvallis. There was not a verbal response noted.

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PUBLIC COMMENT

The committee's next meeting will be August 31, 2017. (updated)

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 4:02 P.M.

Respectfully Submitted,  
Melanie Nelson  
Executive Assistant