

MINUTES
Destination Newport Committee
October 13, 2011, 2:00 PM
Conf. Room A, City Hall

CALL TO ORDER

The October 13, 2011, meeting of the Destination Newport Committee was called to order on the above date and time. Members in attendance were Lill Patrick, John Clark, Gabe McEntee Raquel Teague and Carrie Lewis. Absent were Ric Rabourn and Lorna Davis. Staff in attendance was Nicole Clark and Jim Voetberg.

CONSENT CALENDAR

Teague moved, seconded by Patrick to approve the consent calendar as follows:

1. Minutes – September 8, 2011, meeting minutes review and approve.
2. Review of Accts., September 2011

On call for vote, all members present voted aye, motion carried.

TOURISM AND MARKETING GRANT- CELTIC HERITAGE ALLIANCE

Pete McKennon presented a proposal to the group for tourism marketing monies for the Celtic Heritage Alliance for the Celtic Festival and Highland Games. The committee asked questions regarding the use of the monies and where and how exactly they would be spent.

PRESENTATIONS

Mike Mahoney from OnDisplay advertising presented a proposal to the group for wallscapes located throughout the Portland Metro area. Mahoney highlighted 6 specific locations he felt would be of interest to the committee.

Leigh Deihart from CBS Outdoor presented two billboard options to the committee. She asked that at the next meeting she be able to present CBS poster advertisements for the committee's consideration again this year.

Kim MacKelvie from Comcast presented pricing and information for television commercials in the metro areas to the committee. He presented several options and different alternatives. He stated that he would be willing to help tailor a more specific plan for the committee if they choose to go this route.

Kim MacKelvie from Clear Channel Radio presented pricing and information on radio spots. MacKelvie explained to the group what they had gone with in previous years and what their options are for the upcoming year. She explained the new iHeart radio app for iPhones as well as their text messaging plans. She also presented the group with their holiday auction campaign.

(All proposals are included in the official packet.)

STRATEGIC PLANNING FOR MARKETING AND ADVERTISING FISCAL YEAR 2012
PLANNING

The committee reviewed the narrative plan and the DNC Budget Overview. No corrections were made at this time.

OTHER

The committee changed their next meeting date to November 17th, 2011 at 2pm.

ADJOURNMENT

There being no further business to come before the committee, the meeting adjourned at approximately 3:00 PM.