

### CALL TO ORDER

The March 16, 2017 regular meeting of the Destination Newport Committee was called to order at approximately 2:04 P.M. In attendance were Steve Beck, John Clark, Judy Kuhl and Lorna Davis. Also in attendance were Jamie Rand from the Newport News Times and Melanie Nelson Executive Assistant, City of Newport.

There were no guests in attendance.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

Minutes of the February 16, 2017 meeting; Review of Accounts - February 2017.

MOTION was made by John Clark, seconded by Steve Beck to approve the consent calendar, as written.

### MEDIA

There was discussion by the committee regarding an email received from Seattle Magazine. The consensus was not to move forward with Seattle Magazine at this time.

There was discussion about the Eugene Emeralds and a proposal for 2017 sponsorship. Matt, from the Eugene Emeralds, included some new options to promote either the Seafood and Wine Fest or the Aquarium. Since Lance Beck was not in attendance, the consensus was not to move forward with this proposal at this time.

### OTHER

There was discussion by the committee about an email received from Jenny Kamprath from Statehood Media about 1889 Washington, their new magazine. She inquired about a remnant rate of \$900.00 for a half page ad. The consensus by the committee on this was not to run this ad at this time.

Chair Davis read the response aloud and there was discussion with regard to the Council response and the DNC Goals. It was decided that the committee needed to ask for clarification to find out what the Council's expected results are of the committee, with the addition of the airport to the DNC goals.

Chair Davis distributed copies of the revised Tourism Marketing Grant Fund Application. The changes were reviewed by the committee.

MOTION was made by Steve Beck and seconded by John Clark to submit the revisions to Council for consideration on the Tourism Marketing Grand Fund Application.

### DISCUSSION AND ACTION

The committee reviewed the close-out reports for the marketing grants of the New Lincoln County Fair and of the OCA - Sea of Lights.

### CHAMBER REPORT

Davis reported that she just returned from a successful Berlin Travel Oregon trip and that the German market has increased by 6%.

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Chair Davis reported that the Seafood and Wine Fest ticket sales were down a bit but the numbers were up. There were more volunteers, more sponsors and more vendors. There were more expenses, as well.

PUBLIC COMMENT

Jamie Rand spoke about the marketing Google adwords campaign results. The click rate has increased by 167% since January 20, when the budget was increased for the click rate. The numbers in February 2017 was 26% higher than the numbers in August 2016. August is usually the highest traffic month for this campaign.

The committee's next meeting will be April 20, 2017.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 2:45 P.M.

Respectfully Submitted,  
Melanie Nelson  
Executive Assistant