

CALL TO ORDER

The March 19, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:28 P.M. In attendance were John Clark, Judy Kuhl, Steve Beck and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand, Randy Voss, KEZI, Lance Beck, Aquirium, and Greg Robertson, Oregon Coast Today

INTRODUCTIONS

No introductions were needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the February 5, 2015, meeting;
- B. Review of Accounts for January and February 2015;

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

MEDIA CONSIDERATIONS

Randy Joss from KEZI highlighted his proposal for the committee. He commented on a new station they now have called METV which is all classic TV programs. The proposal is basically the same as last year with the new TV station added to the line-up.

Greg Robertson from Oregon Coast Today presented his proposal. ½ page ad that can be changed weekly if we would like. Davis reviewed the error that had happened this year with Oregon Coast Today. They continued running our ad and billing us after the date we had agreed to. This error caused DNC to spend more than intended on this ad. Other than stopping the ad and billing, the magazine has not done or offered to do anything else regarding the error on their part.

Committee reviewed Eugene Emeralds proposal which is the same as last year.

Committee reviewed All Classic Portland/Oregon Coast proposal which is the same as last year.

Committee reviewed Seattle Magazine proposal which is the same as last year.

Breves needs to forward Davis the Travel Oregon email and Davis will fill-out what needs to be done.

OTHER

Committee reviewed an application for Marketing Grant by the Oregon Coast Aquarium for Flippers, Feathers, and Fins 5K. They are requesting \$2,500 to expand the market and increase participation in

the event. They are focusing on Portland and Willamette Valley runners and families. Last year, over 50% of the participants were from a distance of 50 miles or more. They are partnering with a run administrator to create a more professional race.

MOTION was made by Beck, seconded by Kuhl, to recommend and approve a Tourism Marketing Grant for the 2015 Flippers, Feathers, and Fins 5K in the amount of \$2,500 to the City Council. The motion carried unanimously in a voice vote.

CBS Outdoor sent an offer for 15 posters boards for April that the committee might be interested in for the fall but not at this time.

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 Kuhl to approve a series of advertisements with KEZI Television, for the months of April, May, and June, in the amount of \$15,000, to be billed during this fiscal year. The motion carried unanimously in a voice vote.

MOTION was made by Beck, seconded by Clark, to approve Eugene Emeralds of \$9,800 for Package #2 out of this next fiscal year depending on budget and future media consideration. The motion carried unanimously in a voice vote.

Davis will contact Oregon Coast Today and ask what adjustments they are willing to make due to the error on their part that cost the Committee additional funds.

MOTION was made by Kuhl, seconded by Clark, to approve option 6x 1/3 page ad at \$1,985.60 per issue for September, October, November and February, March April in Seattle Magazine for a total of \$11,913.60 that will be out of the next fiscal year. This ad will contain a call to action. The motion carried unanimously in a voice vote.

The committee discussed an interest in having Rand explore developing high quality video ads that are consistent with DNC's current branding guidelines that could be used whenever the committee decided to do video advertising. The committee agreed to the addition to next year's contract with the NewsTimes for an increase to the contract amount.

Next meeting will be April 16, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:33 P.M.