

Destination Newport Committee  
March 20, 2014  
2:06 P.M.  
Newport, Oregon

## **CALL TO ORDER**

The March 20, 2014 meeting of the Destination Newport Committee was called to order at 2:06 P.M. In attendance were John Clark, Lorna Davis, Carrie Lewis, Steve Beck, Judy Kuhl, Lil Patrick, and Ric Rabourn. Also in attendance was Dean Sawyer, Council Liaison, and Peggy Hawker, City Recorder/Special Projects Director.

Others in attendance were Fletcher Beck, of 1859; and Randy Joss, of KEZI Television.

## **INTRODUCTIONS**

Everyone introduced themselves.

## **1859 OREGON MAGAZINE**

Fletcher Beck, representing "1859 Oregon Magazine," reviewed the publication; its distribution; demographics; and subscriptions. He recommended that the Committee consider a long-term, consistent message with the publication, and if approved, would include a complimentary banner ad on the publication's home page from May through June. Lewis inquired about the timeline, and Joss reported that the ads would begin in the July/August issue and continue through the May/June edition next year. Davis noted that the Committee would review the proposal and communicate with Beck.

## **PORTLAND GUIDE**

Davis recommended having a representative from the Portland Guide make a presentation to the Committee in the next fiscal year. Davis will communicate with the representative.

## **KEZI TELEVISION PROPOSAL**

Randy Joss, representing KEZI Television, appeared before the Committee to request consideration of continued advertising with KEZI. He reviewed the KEZI viewing area; and the "Live Well" network. He recommended an agreement to run advertising with KEZI from April to June, and from September to November. Davis asked whether he would consider some deferred billing on the total advertising fees of \$15,000, and Joss indicated that he would be amenable to some deferred billing.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the February 27, 2014 meeting;
- B. Review of Accounts for February 2014.

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

### **MEDIA PROPOSAL CONSIDERATION**

**Portland Guide** - Davis recommended having a representative from the Portland Guide make a presentation to the Committee in the next fiscal year. Davis will communicate with the representative.

**1859 Oregon Magazine** - MOTION was made by Patrick, seconded by Lewis, to approve a one year agreement with 1859 Oregon Magazine, with the ad being a vertical, one-half page in the right hand column, with a complimentary banner ad, and that further, the cost of \$8,700 be billed in the next fiscal year; and that the News-Times produce all six ads for consistency. The motion carried unanimously in a voice vote.

**KEZI Television Proposal** - MOTION was made by Beck, seconded by Patrick 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.

### **COMMITTEE COMMENTS**

Davis asked the Committee to think about strategic planning for the next year. She recommended that this matter be included in an upcoming agenda for discussion in May or June.

Davis reported that she had talked with Lori Tobias, who is now a stringer for the Oregonian. She suggested that the Committee consider budgeting monies next year to have Tobias, or another writer, compile a series of articles that would focus on special interests in the community, for distribution to the media outlets; blogs, Facebook, etc.

A brief discussion ensued regarding the use of "Basecamp" to review and discuss materials. Hawker reported that because deliberations need to occur in public, so that the public can see the deliberations, this could constitute a violation of the public meeting laws. She also noted that if an e-mail is sent to the entire Committee, asking for an opinion, that the Committee could respond to the sender, but if the response is to the entire Committee, it may also be a violation of the Oregon Public Meeting Laws.

### **NEXT MEETING**

The next meeting will be held on April 17, 2014, at 2:00 P.M. Lewis and Rabourn reported that they will be unable to attend this meeting.

## ADJOURNMENT

Having no further business, the meeting adjourned at 2:50 P.M.