

### CALL TO ORDER

The May 18, 2017 regular meeting of the Destination Newport Committee was called to order at approximately 2:06 P.M. In attendance were Steve Beck, John Clark, Lance Beck, Judy Kuhl and Lorna Davis. Also in attendance were Jamie Rand from the Newport News Times, and Melanie Nelson, Executive Assistant.

GUESTS: Nick Gillaspie, KVAL Eugene; Matt Dompe, Eugene Emeralds; Larayne Yaeger, Oregon Coast Today; Leigh Deinert, Outfront Media; Daniella Crowder, Bike Newport; Ian Frost, Beaver Sports; Dylan and Gabe McEntee, Mo's; Catherine Rickbone, Oregon Coast Council of the Arts; Nathan Howard, DNC team member.

Introductions were made around the room by everyone.

There were no additions or deletions to the Agenda.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

Minutes of the April 20, 2017 meeting; Review of Accounts – through May 18, 2017.

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

The Tourism Marketing Grant presented by Homeless Education & Literacy Program (HELP) in the amount of \$5,000 for the 70-mile Bike Ride was presented by Dylan and Gabe McEntee. It was then reviewed and discussed by the members.

MOTION was made by Steve Beck, seconded by John Clark, to approve the request from HELP for their tourism marketing grant in the amount of \$5,000, and to forward that request to the Newport City Council for the June 5 council meeting.

The tourism marketing grant for the Barrel to Keg ride in the amount of \$2000 was presented by Daniella Crowder. It was then reviewed and discussed by the members.

MOTION was made by John Clark, seconded by Judy Kuhl, to approve the request from CSC on their tourism marketing grant for the Barrel to Keg ride, which is followed by the relay to encourage people to stay longer in Newport to do both events instead of just the relay.

### MEDIA

Catherine Rickbone from the Oregon Council of Arts asked the members to consider an ad in the "Summer at the PAC" brochure. This guide would run from June-October and the cost would be \$1,000.

Matt Dompe from the Eugene Emeralds distributed a proposal and discussed the demographics, lifestyles and different advertising packages they were proposing.

Leigh Deinert from Outfront (Outdoor Advertising) Media proposed 20 boards for \$10,000 for a 4-week period. These boards would run in Eugene, Springfield and part of Junction City. There would be 1.2

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million impressions. The rotation of the boards will not be DNC's choice, Outfront will try to accommodate DNC's requests, but cannot promise to give the rotation which is asked for.

Ian Frost of Beaver Sports distributed his proposal. He discussed the fan base and his proposal for a full package which would include: branded cocktail napkins, year-round napkin dispenser ads, Reser Stadium north end-zone ribbon board and on-site activation for the season. The cost would be \$45,000.

Nick Gillaspie from KVAL spoke about OTT (t.v. delivered from any device) and non-skippable commercials. He offered a package of \$6700 per month for 50,000 impressions.

Larayne Yaegar from Oregon Coast Today proposed a full page or half page calendar anchor spot for the supplemental monthly insert in different area papers. The full page would be \$646 per month and the half page would be \$349 per month.

Discussion followed from the members about Meadow Outdoors and the information Brad Parsons sent. The consensus from the members was not to pursue this at this time.

The members then discussed the proposals which were received by Nick Gillaspi and Leigh Deinert and it was decided to do something for Fall advertising with them. Regarding the proposal from the Emeralds and the Beavers, the consensus was not to do anything with them right now. For Oregon Coast Today it was decided the members didn't have enough info to make an informed decision and would need to speak with Lorryne again and any decision for this would have to wait until next month.

#### OTHER

Jamie Rand gave a presentation with regard to the News-Times contract with the City. He gave information on how many much traffic on the Facebook site there had been. He stated that the goals is the same this year as last. There has been a larger audience this year and a lot more likes and comments than previously. He stated he thought this had been a successful campaign and would like to move forward with it again this year.

MOTION was made by John Clark, seconded by Steve Beck, to approve the Facebook Digital Campaign and to move this forward to City Council for the June 19<sup>th</sup> meeting.

Jamie stated that the Rogue bottle caps were done and 150,000 had been completed at this time. He showed everyone the promotional video from Rogue of the DiscoverNewport beer caps.

#### DISCUSSION AND ACTION

Please see above for discussions and actions.

#### CHAMBER REPORT

There was no report on the Chamber.

#### PUBLIC COMMENT

The committee's next meeting will be June 15, 2017.

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ADJOURNMENT

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

Respectfully Submitted,  
Melanie Nelson  
Executive Assistant