

CALL TO ORDER

The May 9, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:15 P.M. In attendance were Carrie Lewis, John Clark, Lil Patrick, and Lorna Davis. Also in attendance was, Jim Voetberg, City Manager, Dean Sawyer, Council Liaison, Cindy Breves, Executive Assistant

Others in attendance were Glenn Edwards, Newport Symphony Orchestra, Liam Hughes, Sports Coordinator Parks and Rec.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the April 18, 2013, meeting;
- B. Review of Accounts for April, 2013.

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

TOURISM MARKETING GRANT UPDATE

Hughes came to say Thank You to the Destination Newport Committee for the grant for the Coast Hills Classic Mountain Bike Race. Hughes shared that they had less riders this year but more other activities at the event and therefore more people in attendance.

CONSIDERATION OF TOURISM MARKETING GRANT - NEWPORT SYMPHONY ORCHESTRA

Glenn Edwards appeared on behalf of the tourism marketing grant application for the Newport Symphony Orchestra. Edwards returned to present their advertising and promotional ticket plan. The plan is to provide 100 seats to partner hotels/B&B who commits to cross-promote symphony getaway packages during the 2013-14 seasons. Funds provided to underwrite tickets are set aside until tickets are requested by partner hotels. Additional funds will be targeted toward a major ad buy with All Classical FM which is now featuring the Newport Symphony Orchestra (NSO) on their regular program "Played in Oregon". A discussion ensued about the proposal and how the ticketing might work. The discussion ensued regarding the use of advertising money for tickets.

MOTION was made by Clark, seconded by Lewis, to approve a Tourism Grant to The Newport Symphony Orchestra in the amount of \$5,000. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Lloyd Center Advertising proposal was discussed. Davis reviewed the demographic information provided by the Lloyd Center. Two different promotional ideas were discussed that would come free of charge. Davis called the Lloyd on the phone to ask some questions. Discussion ensued about the cost which would be 23% of the DN budget is this as productive as we would want it to be. To make this work we would need to create additional advertising to go with this project to get the impact Newport would want. Some picture ideas were tide pools or seal loins might be better images. The image is important.

Destination Washington proposal was discussed. Pass on this proposal.

IMG Sports Marketing Football yearbook proposal was discussed. Pass on this proposal.

CBS billboards proposal was discussed. Committee would like more choice on selection on placement of billboards.

Traveler Fun discussed proposal felt it was untested, passed on it.

Professional Sport Publications discussed not interested.

Meadow Billboards has a new one in Madres not interested.

DISCUSSION ITEMS

Focus for advertising Y14 was discussed the aquarium shared their focus for the coming year. Davis shared the print media that is used the most by the Chamber. Tie in social media to the Lloyd Center promotion. A discussion ensued about Lloyd Center and the unknown of it and will it work for Newport. The committee likes the difference of the proposal. They had a discussion on what amount of money would make the risk worth it. It is the most creative idea for FY 14. Discuss using \$20,000 from this year's budget and the rest from FY 14.

MOTION was made by Clark, second by Lewis, to approve the proposal from OnDisplay Advertising for the Lloyd Center Ice Rink center logo and two side dasher boards amount not to exceed \$75,100. The motion carried in a voice vote three yeas, one nay- Lil Patrick.

OTHER

In the packet was an email updating the committee on the KEZI 9 advertising campaign. The committee reviewed the email.

Committee listened to radio spot created by KFIR 720 am.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:41 P.M.