

MINUTES  
Destination Newport Committee  
February 10, 2011, 2:00 PM  
Conference Room A, City Hall

CALL TO ORDER

The February 10, 2011, meeting of the Destination Newport Committee, was called to order on the above date and time. Members in attendance were John Clark, Carrie Lewis, Lill Patrick, Gabe McEntee, Ric Rabourn, Raquell Teague, and Lorna Davis. Council Liaison Dean Sawyer was in attendance. Staff in attendance was Jim Voetberg and Cheryl Atkinson. The ad agency representative attending was Lindsay Magnuson.

CONSENT CALENDAR

McEntee moved, seconded by Patrick to approve the consent calendar as follows:

- . Minutes – January 13, 2011, regular meeting minutes
- . Review of Accts. January, 2011
- . Grady Britton-Invoice Overview

On call for vote, all members present voted aye, motion carried.

AD AGENCY

*Spring Ad Campaign:* Magnuson shared two campaign ideas the ad agency was proposing for the committee to consider. The first was a new program through Comcast that is a “request for information”. They offer 30 second spots that appear on one’s television screen, and the viewer can then interact with the message to attain more information. There will be 3 opt-in screens where the viewer can request more information. Magnuson said we would need to be careful that the requests do not overburden the Chamber once they begin arriving. McEntee asked how many people would have access to these messages. Magnuson said she was not sure, but would check. Magnuson did point out that this type of advertising would provide a high level of “lead” accuracy. The question was asked if we could indicate which shows we wanted this message to be aired. Magnuson responded that we could specify our target demographics, and that would determine which television shows the message would appear.

Magnuson explained the Comcast offer would run 12 weeks at an approximate cost of \$90,000. Magnuson said this would still allow some print to occur if the committee so wished. It was also noted that if the committee opted for this choice, we would be the first advertisers in the Portland/Eugene area to do this with Comcast. Magnuson said she would send the campaign details to Atkinson for distribution.

The second idea for the spring campaign was shared by Magnuson. She explained there was the possibility of utilizing a water tower near their business, which could be made to look like a Newport lighthouse, and that had advertising verbiage below. It was noted this site is very visible and there is a large number of commuters that go by it each day. She shared pictures of

what is currently advertised at this site. Magnuson explained this advertising idea would be a little over budget. It would cost \$50,000 to place the advertising, and another \$65,000 for creating it. The advertising would be in place March, April and May. Magnuson said the clock is ticking and there is not much time for the committee to decide if they want to try this unique form of advertising. Davis said she would want to make sure that the ad agency kept their service very lean, to assist in the budget not going over.

Committee members discussed the pros and cons of both advertising schemes. Clark said it was a clever idea, but people would have to travel over the Morrison Bridge to view it. Television continues to be strong, and the programs could be placed strategically so the Chamber would not be overrun with fulfillment orders. Patrick commented that Comcast will use the best times to run these messages, especially if this is their first stab at this form of advertising. Lewis said the Comcast plan would have more reach. She asked if Magnuson could negotiate with them to bring the cost down. Davis said a buzz could be built around the lighthouse idea, and other media could be used on it as well. McEntee said she really like the lighthouse/billboard suggestion. Magnuson commented that they are two very different ad campaigns, but both could work. The cost range was explained again that it would be \$50,000 to place, \$50,000 to create the light house, and \$15,000 for the ad agency to create work for the two walls. The question was asked who would build the lighthouse. Magnuson said in all likelihood it would be Ideal out of West Linn. Davis said it would be best to get three or four estimates for the work. Sawyer commented that the lighthouse idea would advertise only in the Portland area. Lewis said that would be fine, as that is our main market area. Davis said there would be some discretionary funds that could be used to cover the cost if necessary. Other comments made regarding the lighthouse ad were: it's fresh, it's innovative, it's fun, and it will make a big splash. Magnuson said she would check on the legality of the sign before going forward.

Voetberg said if the committee opts for the lighthouse advertising scheme, they should probably bring it before the Council because of the high dollar cost.

MOTION: McEntee moved, seconded by Teague to present the lighthouse advertising idea to the Council to make them aware of the large dollar item coming out of the advertising and marketing budget. Under discussion, it was noted the ad agency needs to make sure the sign is legal and above board with the City of Portland before going forward. The motion was amended to include the need to have the ad agency make sure the sign would be legal. On call for vote, all members present voted aye, motion carried.

## OTHER

Davis explained that OCVA asked to join the Destination Committee in their ad with Madden Advertising. Davis said this would lower the cost by \$500. It was the general consensus of the committee to allow OCVA to join in the advertising with Madden.

Magnuson distributed a recap of the website updates and explained how they were billed. She also distributed the website analytics. It was noted it was down 79% and this was concerning to the ad agency. She indicated our site is still on the front page, but not at the top of the list on the internet. Magnuson said they are investigating with their web team and will get back with the committee on this matter. David commented the Chamber recently gave resources to

a mobile website of \$349 for setup and \$114 for maintaining it per year. This will make it more integrated with the electronic age. McEntee said there are too many different websites for Newport alone, and it would be good if some could be combined that would send out the same message. Davis mentioned this was discussed at the committee's last work session.

Davis shared a study called "Travel Impacts for 2010". She said if any committee member would like a copy to let her know.

A brief discussion followed regarding the tourism marketing funds, and how they can be spent. This is now being discussed in the Senate and House in Salem.

The next meeting of this committee will be March 10<sup>th</sup>. Both Davis and McEntee indicated they could not be present at this meeting.

There being no further business to come before the committee, the meeting adjourned at approximately 3:30 PM.