

Destination Newport Committee
January 10, 2013
2:00 P.M.
Newport, Oregon

CALL TO ORDER

The January 10, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:06 P.M. In attendance were Carrie Lewis, Lil Patrick, Ric Rabourn, John Clark, and Lorna Davis. Also in attendance was Jim Voetberg, City Manager and Cheryl Atkinson, Executive Assistant. Visitors included Neal Henning, Rob Spooner, Brad Parsons, Ted Banbridge, and Mike Leonard.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the December 13, 2012, meeting
- B. Review of Accts, December, 2012

Under discussion, Davis commented that the review of accounts did not depict the \$25,000 set aside for contingency. She also noted the review of accounts depicted the actual expenditures through November of 2012, with anticipated costs through June of 2013.

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

CONSIDERATION OF APPLICATION TO FILL COMMITTEE VACANCY

Davis asked committee members to consider moving ahead on their agenda to consider the applicant, Neal Henning, to fill the vacancy on the committee. She explained the process has changed a bit from years past. The committee, once they have met and interviewed the applicants, will now make recommendations to the Council.

MOTION: Patrick moved, seconded by Clark to recommend to the Newport City Council the placement of Neal Henning to fill the current vacancy on the Destination Newport Committee. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Ted Bainbridge, Oregon Coast International Guide, gave a brief presentation. He shared samples of the guides that are only distributed and placed in hotels/motels. He also distributed a list of locations where the Oregon Coast Guide is distributed from Astoria to Florence. He also shared copies of the Central Oregon Guide with committee members.

A discussion ensued with regards to the guide being hard cover, and the more likelihood of it being removed from the hotel rooms versus soft cover documents. Rabourn indicated some do get stolen, but not that many, and the hotels are provided a box of replacement guides should that occur. Rabourn also commented he would be more interested in having an ad placed in the Central Oregon Guide versus the Oregon Coast Guide, and explained his reasoning behind this recommendation,

Rob Spooner, "Mile by Mile Guide", spoke next. He distributed samples of the guide to those who requested a copy, and shared a brief history of his company. He indicated this committee had placed a half page ad in this particular guide two years prior. He explained the guide is placed throughout the State in 700 different locations. Spooner apologized that he was down to the wire for going to publication, and if the committee was interested he would need a commitment fairly soon. He further reported the guide comes out every two months.

The committee discussed the Go-Travel Sites proposal, and determined there was still not enough traffic to advertise with them at this time.

NOTE: Mike Leonard, "Northwest Travel Guide", gave a presentation later in the meeting. He had provided information in time to be placed on the agenda, and his information was included in the committee packet, but because of an oversight the request did not appear on the actual agenda.

OTHER

Davis indicated she has been very busy with Destination Newport Committee requests of late. She explained that she had to let at least six media folks know they were too late to be on the committee's agenda, as staff needs at least ten days prior notification.

Davis noted the late requests were Andrew Thorn, News Channel 21; Charles Helbig, "Oregon Coast Today"; Brad Parsons, Meadow Outdoor; Mike Maloney, OnDisplay Advertising; "1859" magazine; and "Portrait" magazine.

Brad Parsons, Meadow Outdoor, was present at the meeting, and did have new billboard placement locations to share with the committee. Davis briefly described the new locations and costs.

The committee also determined to look at running an ad in the Fall issue of "Oregon Coast Today", and will reconsider the matter in the Spring.

Mike Leonard, "Northwest Travel Guide", gave a brief presentation regarding his request for the committee to consider placing an ad in his guide. He shared samples of his magazine. He commented they produce 4 issues a year, and explained the demographics used for the magazine. There will be a May-June issue this year that will be on Oregon Coast lighthouses.

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: Rabourn moved, seconded by Clark to approve the expenditure of \$5,000 for an inside back cover ad in the Central Oregon Guide. On call for vote, all members present voted aye, motion carried.

Under discussion, the committee considered being on the calendar of events page of the Oregon Coast Guide, but no motion was heard for this action. They did determine to look at this offer in the near future.

MOTION: Clark moved, seconded by Patrick to approve the expenditure of \$3,072 to place a half page ad in the "Mile-By-Mile" Guide. The motion carried unanimously in a voice vote.

With regard to billboards, the committee requested the billboard company representatives provide them with the availability of billboards in the Bend area, as well as Lincoln City for future consideration.

MOTION: Lewis moved, seconded by Clark to recommend to Council the expenditure of \$27,995 for a vinyl wallscape located in Portland at SW 4th & Oak Street on a 90 foot skyscraper. The wallscape was previously created by OnDisplay Advertising. The expenditure would be for a 12 week period occurring March through May, and budgeted out of fiscal year 2012-13; The committee also moved to recommend a \$27,995 expenditure for an August-October run of the same vinyl to be taken out of fiscal year budget 2013-14.

Under discussion, it was determined to contact the representative from OnDisplay to ask if the vinyl used in last year's campaign was still in good shape and would last for another run. Also the committee wanted to know if the billing could be done in two payments allowing the first run from March-May to be paid out of the 2012-13 budget, with the remaining cost to be taken out of the 2013-14 budget.

Davis called the representative for OnDisplay and he indicated the vinyl was in great shape, and would easily last for the two runs. He also said the billing proposal would work.

There being no further discussion, the motion carried unanimously in a voice vote.

The committee determined not to advertise, at this time, in either the "1859" magazine, or "Portrait".

Davis gave a brief review of the questions she was asked at the last Council meeting with regards to recommendation on the new billboard campaign. Voetberg explained this is a new Council with three new councilors, who had some great questions, and

staff will need to provide more information to help them better understand our processes.

Davis mentioned the clip for “Today in America” has been completed, and is posted on both the City and Chamber websites and set to air this spring.

A question arose with regards to the Howard Shippey video. Davis explained the video is complete. Howard has moved to Astoria and is no longer involved with the DVD. The Port is working on funding for the DVD to be produced in mass and distributed.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:37 P.M.