

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
October 8, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the October 8, 2009, meeting of the Destination Newport Committee to order at approximately 2:00 P.M. Members in attendance were Lorna Davis, John Clark, Lill Patrick, Ric Rabourn, Carrie Lewis and Gabe McEntee. Also present was Council liaison, Mark McConnell, City Manager, Jim Voetberg, and Executive Assistant, Cheryl Atkinson. Ad agency representative, Lindsay Magnuson, was present.

CONSENT CALENDAR

MOTION: Clark moved, seconded by McEntee to approve the consent calendar as presented:

1. Minutes – August 13, 2009, regular meeting minutes review and approve
2. Report of Accounts Paid – April-Sept. 2009 - Monthly invoice review & overview sheet from Grady Britton

On call for vote, all members voted aye, motion carried to approve the consent calendar as presented.

Review Tourism Marketing Grant Fund Applications:

It was noted that three applications had been received and were forwarded to committee members for their review. The three applicants were: Newport Swim Team, Newport Storm Basketball, Inc., and Food Share of Lincoln County *Be Jeweled* Event. Each application was discussed; the first being the Newport Swim Team's. Clark noted the application had conflicting amounts for funds requested. It was determined the amount requested on the first page of the application would be the amount considered, which was \$3,500. The event is planned for March 13/14, 2010. Voetberg noted that often times the applicants also request a fee waiver for the City facility where their event occurs. These requests are becoming more difficult to accommodate because of a tighter budget.

MOTION: Patrick moved, seconded by Lewis to approve and recommend to the City Council the Newport Swim Team's tourism marketing grant application in the amount of \$3,500, with the proviso that the swimming pool fees not be waived for this event. On call for vote, all members present voted aye, motion carried.

The Newport Storm Basketball grant application was discussed. A few members of the committee indicated that last year this event did bring a large contingency to the community; and they did put heads in beds, as well as eating at our local restaurants. Their event will be held January 23/24, 2010.

MOTION: Clark moved, seconded by Patrick to approve and recommend to the City Council the Newport Storm Basketball's tourism marketing grant application in the amount of \$2,000, with the proviso that Recreation Center fees not be waived for this event. On call for vote, all members present voted aye, motion carried.

The Food Share of Lincoln County's request for their annual *Be Jeweled* event was reviewed. It was the general consensus of the committee that only \$500 of the \$750 requested could be earmarked for marketing dollars.

MOTION: Rabourn moved, seconded by Clark to approve and recommend to City Council that \$500 be awarded to Food Share of Lincoln County for marketing their *Be Jeweled* event to be held January 30, 2010. On call for vote, all members present voted aye, motion carried.

Clark asked that staff notify these groups of the Council meeting where these recommendations will be considered. Atkinson said she would, and in all likelihood it would be the October 19th agenda. Clark also said the applicants need to be reminded they need to supply a final report on their events showing how the grant funds were expended, and this needs to occur within 30 days following the events.

Memory Derby Contest:

Magnuson distributed a draft of the rules and regulations for the derby. Davis suggested that our City Attorney review these prior to them being posted. Voetberg concurred.

Magnuson reported that ODF&W had contacted the city with regards to one of the icons being used to advertise the Derby. Their concern was the icon too closely resembled what they use, and requested ours be changed. Magnuson shared draft examples of recommended icon changes. She stated it was her desire to be ready to go live with the Memory Derby on October 15th. She stated she would e-mail committee members with a synopsis of the derby, and requested any suggested changes be made no later than Tuesday, October 13th, so they could be incorporated prior to going live.

The three prizes being proposed for the winners were reviewed by the committee.

- Grand Prize: 2 nights stay at Whaler Motel
 - Flip Camera
 - Dinner for two
 - Two tickets for Discovery Tours
 - Two tickets for Oregon Coast Aquarium
 - Possibly two Seaport Airport tickets
- Second Prize: Gift Basket from Chamber to include a float
 - One night stay at Hallmark Resort for two
 - Two meal tickets -- Mo's
 - Two tickets to the Oregon Coast Aquarium
- Third Prize: Two meal tickets -- Mo's
 - Two tickets to the Oregon Coast Aquarium

Also discussed were the flyers that businesses could distribute and display with regards to the Memory Derby. Magnuson said she would resend them as a few of the committee members did not remember receiving them.

Committee members discussed and determined to extend the Memory Derby through the end of December, rather than having it only go through December 10th.

Brochures:

The changes being proposed for the next run of brochures were discussed. Magnuson indicated the Agate Beach icon would be added, as well as adding the Quilt Show and Newport Jazz Festival into the events section. Also changing the inside gray/misty ocean photo was discussed. Magnuson said she would check to see if could be changed.

Status Review:

Magnuson briefly reviewed the status project update report. She commented on a few events they have been “twittering”. They will be sending out twitter on the Memory Derby.

Magnuson inquired about the results from the Jazz Festival, and McConnell said we should have a better idea in a couple of weeks.

Media Update:

Magnuson reported on media, and informed committee members there were a variety of magazines on the table displaying our ads. She said committee members were welcome to take them if they so wished.

Analytics Report:

McConnell asked a few questions with regards to the website numbers posted for visits. Magnuson commented that these numbers fluctuate, but have continued to go up.

800 Phone Line:

Davis requested the 800 line be placed back on the brochure and ads, as there is a demographic that does not use, or have access to a computer. The committee concurred with this request.

It was suggested the business coupon offerings on our website be mentioned at the Newport Chamber luncheons in an attempt to get more participants.

PDXposed Winter Promotion:

Davis reported the City Council approved the expenditure of \$20,000 for PDXposed to film a winter promotion, and to also provide additional commercials ads. One of the major goals of this promotion would be to combat the negative weather reporting the Coast receives each year. Davis said the crew of PDXposed would like to come down and film the weekend of November 6th-8th. Jon Olson said they would like to film during the Oyster Cloister event at the Oregon Coast Aquarium. Lewis said they would need to check with her prior to filming at the Aquarium, as some rules and

regulations would need to be followed. Atkinson stated a new contract will also have to be prepared. Some suggestions for filming opportunities included the gearing up for crabbing season, the different transportation routes to Newport, our new webcam being up and running, and the memory catching derby contest. The possibility of using Seaport flying PDXposed down to Newport as a segment of the promotion was discussed. It was determined the Council needs to make that call, and Davis said she would check with them.

Other:

It was determined the next Destination Newport Committee meeting would be held November 19th, rather than November 12th. There being no further business to come before the committee, the meeting adjourned at approximately 3:45 p.m.

Respectfully submitted by,

Cheryl Atkinson, Executive Assistant
Office of City Manager/City Attorney