

DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
April 8, 2010
2:00 P.M.

CALL TO ORDER

The April 8 2010, meeting of the Destination Newport Committee, was called to order at 2:00 P.M. Members in attendance were Carrie Lewis, Lill Patrick, John Clark, Gabe McEntee, Raquell Teague, Ric Rouborn and Lorna Davis. Staff in attendance was Jim Voetberg and Cheryl Atkinson. Mark McConnell, Council liaison, was also present. Guests were Linda Neigebauer. Ad agency representatives present at the meeting were Lindsay Magnuson, and Frank Grady.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- Minutes – March 18, 2010, regular meeting minutes review and approve
- Report of Accounts Paid in March (invoices from Jan/Feb) - Monthly invoice review
- Overview sheet from Grady Britton

MOTION was made by Clark, seconded by Patrick, to approve the consent calendar as presented.

Under discussion Voetberg asked that Magnuson and Atkinson get together on the most current budget numbers following the meeting to assure Grady Britton does not go over the \$300,000 budgeted amount for advertising and marketing.

Davis inquired about the media buy for March. Magnuson indicated that media is billed in advance. She then reviewed media buys that had occurred, i.e., “Sunset” magazine ad, “Portland Guide”, Madden preprint, and online purchases. Davis noted a couple of items that were incorrect in our ad in the magazine “1895”. She stated the logo the Department of Fish & Wildlife had requested we not use, and the committee concurred with their request, was in the ad. Also the 800 number was not listed at the bottom of the ad, which the committee had requested occur. Magnuson said she would check into why these errors had happened and report back to the committee. Hearing no further discussion, the motion to approve the March 18th minutes carried in a voice vote.

DISCUSSION WITH AD AGENCY ON PROPOSED 2010-11 ADVERTISING CONTRACT

Voetberg reported the city will be extending Grady-Britton’s contract for one additional year at a budgeted amount of \$270,000. He further indicated that next year the city will go out with a request for proposals. He stated that according to the

contract, Grady Britton will need to provide a current proof of insurance and an up-to-date city business license. Magnuson responded they would take care of this paperwork.

Committee members shared with the ad agency what they would like to see over the next year with regards to services. They would like to have the ad agency utilize local businesses, as much possible. If a list of local businesses is needed by the ad agency, one will be provided. More stock photographs should be used, as the committee does not want to pay for fees and licenses. The agency should try, once again, to find a local photographer, if new photography is needed.

Clark commented that the Memory Derby was a clever idea, but the committee did not see it as a mechanism to drive people to Newport. Davis stated the committee wants to go away from print. However, if the ad agency should hear of any great print deals, the committee would still like to be notified. The committee is only lukewarm about blogging. It was mentioned the website definitely needs to be refreshed, and updated on a more regular basis. Magnuson concurred.

Both Magnuson and Grady shared a couple of ideas they will be presenting in the next few months for committee review.

McEntee stated that outdoor boards work for her business, and she would recommend the ad agency keep, at least one in the proposed 2010-11 advertising and marketing budget. Rabourn noted there were quite a few empty ones right now. Grady stated they would get an inventory list of all available sites.

A lengthy discussion ensued with regards to whether or not the committee wanted to advertise in the "Cultural Arts Visitor's Guide". Davis said we could drive business to our website in this brochure. Davis further commented the events calendar in the *News-Times* is very good and the committee may want to reconsider having a link to their site. Davis indicated the deadline for advertising in the "Cultural Arts Visitor's Guide" was April 23rd, so the committee would need to determine if they wanted to advertise in the guide soon.

MOTION: Lewis moved, seconded by McEntee to approve an ad for the "Coastal Arts Visitor's Guide", and to purchase the back page for that advertisement at a cost of \$2,050.

Rabourn asked if the cost for this ad would come out of this year's budget. Magnuson said they had set aside \$4,000 to create a blog, and since the blog concept was not approved, they could use these funds for the proposed Coastal Arts Visitor's Guide ad.

Magnuson said they would be in touch right away on this ad, since the deadline is so near. There being no further discussion on the motion, it carried in a voice vote.

Committee members had no further questions or comments of Magnuson or Grady. Grady thanked the committee and City for extending their contract another year, and said it was great to receive the extension. He further commented they would bring new

ideas throughout the year, and always try to have them be measurable and more quantitative.

Voetberg said he would be sending a letter confirming the year extension, which will include the new budgeted amount.

Magnuson and Grady left the meeting, as there were no further agency agenda items to discuss.

OTHER:

Website

A discussion ensued regarding the website and how best to correct some of the concerns heard by members of the community. One such concern was not being able to locate the website by searching for “destinationnewport”, rather than “discovernewport”. Patrick suggested making it a domain name.

It was determined committee members would review the website over the next few weeks, and be prepared to bring to the May meeting any corrections and/or changes that should be made to the site. It was the general consensus of the committee to project the website onto a screen at our next meeting and go through it thoroughly with the agency at that time. The committee wants to make sure the website is fresh and clean before beginning the new fiscal year.

Chamber Fulfillment:

Davis explained what the Chamber of Commerce does for the city with regards to providing fulfillment services relating to advertising and marketing.

Ad for “Cultural Arts Visitor’s Guide”

Committee member discussed the possibility of using the “News-Times” staff to create the ad for the visitor’s guide in an attempt to keep our dollars local, and because of the quick turnaround required. Davis contacted the *News-Times* editor during the meeting, and inquired if his staff could create an ad for this guide. He indicated they could. Davis will contact Magnuson to let her know they are off the hook for creating the ad for this guide.

Special Event Fee Waivers:

Voetberg explained the Council had approved three special event fee waivers at their April 5th meeting for Loyalty Days, Newport Marathon and 2010 Grad Night. Staff had recommended the funding for two of these waivers to come from the discretionary fund in room tax, since the events could be related to bringing tourists into town. Council recommended a discussion occur with the Destination Newport Committee to ascertain if they had any issues with this request.

Discussion followed regarding the use of room tax funds and their limitations. There were some concerns the waivers did not fit the criteria for advertising and promotion funds. It was suggested that a meeting occur with City Manager Voetberg, City Attorney McCarthy, Councilor McConnell and Chair Davis to discuss this matter, and report back to the Destination Newport Committee, and the Council on their findings.

MOTION: Patrick moved, seconded by Clark to approve the 2010 special event fee waivers for Loyalty Days and Newport Marathon to be expended from the discretionary funds in the room tax fund; but only if deemed appropriate and legal by the City Attorney; and contingent upon the results of a meeting with the City Manager, City Attorney, Councilor McConnell and Chair Davis to discuss future use of advertising and promotion funds with recommendations to come back to both the Destination Newport Committee and Council.

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

It was determined the next Destination Newport Committee meeting would be held May 13th, and Davis reminded members to be sure and review the website and come prepared to discuss at the committee's next meeting.

ADJOURNMENT

There being no further business to come before the committee the meeting adjourned at approximately 3:55 P.M.