

Destination Newport Committee  
May 10, 2012  
2:00 P.M.  
Newport, Oregon

## **CALL TO ORDER**

The May 10, 2012 meeting of the Destination Newport Committee was called to order at 2:20 P.M. In attendance were Ric Rabourn, John Clark, Lorna Davis and Lil Patrick. Also in attendance was Nicole Clark, Executive Assistant, and Jim Voetberg, City Manager.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the April 12, 2012 meeting;
- B. Review of Accounts for April 2012

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

## **NEW MEDIA CONSIDERATIONS**

Gale Hart from Comcast presented a proposal for cable television advertisements. The committee asked questions regarding the research provided by Hart and decided to revisit this proposal when looking at fall advertisements.

Leigh Deinhert from CBS Outdoor presented billboard options for the Janzten Beach location and a rooftop location facing Tom McCall Waterfront Park in downtown Portland. Discussion amongst the committee ensued over both locations. It was decided to pass on the Janzten Beach location this year. MOTION was made by Rabourn, seconded by Patrick, to purchase the Burnside location in Portland for 16 weeks at \$4,000 per 4 week cycle with a production cost of \$4,000, for a total cost of \$20,000. The motion carried unanimously in a voice vote.

## **BUDGET DISCUSSION**

Voetberg discussed the status of the current budget for the committee. He noted that there is about \$34,000 left in the fund but would like the committee to only spend around \$25,000 for the rest of the year until it is clear how much the room tax figures will be. Voetberg also noted that next year's budget is proposed to be the same as the current fiscal years.

## **TOURISM GRANT FOLLOW-UP**

MaryAnn Bozza from the Hatfield Marine Science Center came to thank the Destination Newport Committee for the grant funds for Marine Science Day. She reported that the event was a success and provided the committee with the data they gathered from the event.

### **MEDIA FOLLOW-UP**

The group reviewed the adjusted banner proposal from the Beautification Committee for the Chamber of Commerce as requested at the last meeting. Davis abstained herself from this discussion and the vote. MOTION was made by Clark, seconded by Rabourn, to approve the request to purchase banners along Hwy 101 at the rate of \$6,150. The motion carried unanimously in a voice vote. Davis abstained from the vote.

### **OTHER**

Discussion over a proposal from the Newport News-Times to reprint/renew the current advertisements in the Travel Newport catalog. MOTION was made by Rabourn, seconded by Clark, to accept the proposal at the rate of \$2,500 if the DNC would be guaranteed ad run for the next 6 months and was billed in the next fiscal year. The motion carried unanimously in a voice vote.

Davis gave the committee a update on the Discover Newport website and social media campaigns.

Davis presented the committee with a proposal that was forwarded to her from the Corvallis Knights. The committee decided to pass on this for now.

### **ADJOURNMENT**

Having no further business, the meeting adjourned at 3:40 P.M.