

Destination Newport Committee
April 12, 2012
2:00 P.M.
Newport, Oregon

CALL TO ORDER

The April 12, 2012 meeting of the Destination Newport Committee was called to order at 2:05 P.M. In attendance were Ric Rabourn, John Clark, Gabe MacEntee, Lorna Davis and Carrie Lewis. 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 March 8, 2012 meeting;
- B. Review of Accounts for March 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

Neil Henning made a presentation to the committee regarding pole banners as part of a beautification program. Davis abstained from the conversations. These banners will be hung along Hwy 101. The group asked for more information and costs about hanging these banners along the bayfront as well. Henning will come back to the group at the next meeting with these figures.

HOWARD SHIPPEY DVD DISCUSSION

Shippey updated the group on the progress on the video segments. He had completed seven segments and that there was one left to be completed which is supposed to be filmed in the upcoming week. Shippey also presented a request for additional funding for vignettes between the segments at a cost of \$2,500. Davis asked questions regarding the three phase marketing and roll out of the additional packaging and disc costs associated with the project. The group in general expressed concerns regarding the length of time this project has taken and the additional costs associated that were not originally presented. The committee came to a consensus to not move forward with the additional vignettes and they wanted copies of the completed project relatively soon.

NEW MEDIA CONSIDERATIONS

Rob Spooner of Oregon Coast Magazine presented a proposal for ad space in the 30th Anniversary edition. MOTION was made by Lewis, seconded by Davis to purchase a full page ad in the July/August issue at the rate of \$1,719. The motion carried unanimously in a voice vote.

CBS Outdoor presented multiple locations for consideration including Depoe Bay, Burnside, and the renewal at the Janzen Beach location. After discussion amongst the committee it was decided to not proceed on any of these proposals at this time but will reconsider the Janzen Beach proposal at the next meeting.

The committee reviewed the information provided for a partnership with the Olympic trials but decided that there will already be enough advertising in the area with the poster campaign from CBS Outdoor.

The committee reviewed the Eugene Emeralds proposal for a renewal of the same contract that successfully ran last season. The committee was happy with the results from last year. MOTION was made by Davis, seconded by Lewis to renew sponsorship with the Eugene Emeralds at the rate of \$9,700.

Committee reviewed proposal for Discovery flyers and decided to pass on this proposal.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:25 P.M.