

Destination Newport Committee  
November 17, 2016  
2:05 P.M.  
Newport, Oregon

### CALL TO ORDER

The November 17, 2016, regular meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were Lance Beck, Steve Beck, David Heater, Judy Kuhl and Lorna Davis. Also in attendance were Cheryl Atkinson, Executive Assistant; Melanie Nelson, Executive Assistant, Dean Sawyer, City Council liaison and Jamie Rand, News-Times;

### INTRODUCTIONS

We went around the table and everyone introduced themselves.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

Minutes of the October 20, 2016 meeting;

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

### MEDIA

There was discussion regarding the "1859" magazine, and the fact that beginning in January their magazine will become a bi-monthly again. It was noted that we would be shorted some of our ad space with their new distribution plan. Davis explained that we will want to contact them to make sure all our ads are covered for this contract, and if they are not we will renegotiate for the fall. How the ads should appear in the magazine were also discussed.

There was discussion about NW Travel's proposal, and a telephone call was made to Tim Park, Advertising Manager, for Explorer Media/Marketing. Mr. Park shared his proposal with the committee regarding the size and cost of the ads. After the phone call, a lengthy discussion ensued. The following motion was then made:

MOTION was made by Steve Beck, seconded by Lance Beck to purchase a 2/3-page ad in May/June, and March/April, with a bonus for a free ad in September/October for the price of \$6,810.00. The motion carried unanimously in a voice vote.

### OTHER

David Heater had a prior commitment and had to leave the meeting at approximately 2:30 PM.

Rand shared part of the presentation he will be submitting to the City Council at their November 21<sup>st</sup> council meeting.

There was brief discussion about the Coast-Com webcam expense and other options.

Reviewed report on Marketing Grant 101. A brief discussion followed.

Rand reviewed google analytics from the new digital campaign. He reported that In the first few weeks the campaign has drawn a large increase of social media traffic. Rand updated the committee on his discussion with Rogue on placing Newport Oregon on their beer labels and caps.

#### DISCUSSION AND ACTION

The Tourism Marketing Grant for the Sea of Lights at the Oregon Coast Aquarium was discussed. As Lance Beck is an employee for the Aquarium, he noted he would need to abstain from voting on this matter. With his abstention, a quorum of the committee would not be present at the meeting. Davis said she could attempt to contact David Heater by phone and have him text his vote on the Oregon Coast Aquarium Tourism Sea of Lights Grant. Heater texted back that his vote was “yes” (see attached copy of text message).

MOTION was made by S. Beck, seconded by Kuhl, to accept the request from the Oregon Coast Aquarium for a Tourism Marketing Grant for their Sea of Lights in the amount of \$2,500, and to forward that request to the Newport City Council for their consideration. A vote was called for, and S. Beck, Kuhl, Heater (by text), and Davis voted aye, with L. Beck abstaining. The motion carried.

Rand stated that Rogue Brewery has agreed to do 40,000 bottle caps with the “Discover Newport” logo, along with regular intermingled caps. They will also be doing it for “Dead Guy Ale” in Spring. Those bottles will most likely be distributed in Portland and at the PDX Airport.

There was discussion among the committee regarding the prioritization of goals, which the City Manager had requested they create, and have back to him by the first of February. They decided they would discuss their committee goals at their next meeting in January. It was determined the committee would not meet in December.

#### CHAMBER REPORT

Davis discussed the tradeshow and the inaugural direct flight beginning next year going from Portland to London.

Davis let everyone know that Mike Yost will be leaving the Chamber soon for other employment. He decided he wanted to return to the banking industry, where he formerly worked.

The committee’s next meeting will be January 19, 2016.

#### ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:36 P.M.