

Oct. 19, 2017
2:10 p.m.
Newport, Oregon

The Destination Newport Committee met on the above date in Conference Room A, Newport City Hall.

In attendance were: Committee Members Lance Beck, John Clark, Ric Rabourn and Sheena Scarberry. Also in attendance were: Council Liaison Dean Sawyer, Deputy City Recorder Gloria Tucker, City Recorder Peggy Hawker, Newport News-Times Publisher Jamie Rand and Matt Kolasinski. Committee Members Judy Kuhl, Steve Beck and David Heater were absent.

ADDITIONS/DELETIONS TO AGENDA

Lance Beck added the resignation letter of Steve Beck and a presentation by Hawker to the agenda.

Lance Beck read the Steve Beck letter into the record.

Hawker gave a quick presentation about the Oregon Public Meetings Law.

CONSENT CALENDAR

MOTION was made by Clark, seconded by Rabourn, to approve the minutes of the Sept. 21, 2017 meeting. The motion carried unanimously in a voice vote.

MOTION was made by Rabourn, seconded by Clark, to approve the Review of Accounts. The motion carried unanimously in a voice vote.

DISCUSSION AND ACTION

NW Travel and Life Proposal

Beck presented the proposal.

Beck suggested Rand discuss trimming down the proposal with the company and that the committee consider a slimmer proposal in January.

MOTION was made by Clark, seconded by Rabourn, to consider NW Travel and Life in January. The motion carried unanimously in a voice vote.

MEDIAmerica / Travel Oregon Proposal

Beck presented the proposal.

Beck suggested Rand discuss working on the proposal with the company and that the committee take a look at a new proposal in November.

MOTION was made by Clark, seconded by Scarberry, to table the proposal until November. The motion carried unanimously in a voice vote.

Hillsboro Hops Proposal

Kolasinski presented his proposal.

Beck asked if the new board had animated graphics capability, if the ads rotate through the games, the timeframe for renewing the contract and how game attendance went last year.

Kolasinski said the new board does have animation and the company outsources designing for animations. He said the ads rotate, but during the game the boards show stats. He said there is no timeframe for renewal and game attendance was the same as last year.

Clark asked if the crab race script could say more than “Curtesy of Destination Newport” at the end. He suggested a more grabbing tagline that prompts action.

Beck said more could be done on the committee’s end to make the script more engaging.

Beck suggested Kolasinski return in the spring for the committee to consider the contract renewal.

Tourism Marketing Grant

Tucker presented the suggested city staff changes to the Tourism Marketing Grant Application.

MOTION was made by Beck, seconded by Clark, to approve the changes to the application, including requiring applicants to submit three months prior to the event. The motion carried unanimously in a voice vote.

Statehood Media

Beck presented the issue with Statehood Media. He said since the company changed its production schedule in the middle of its contract with the committee that three ads that hadn’t run fell into the new fiscal year. However, he said, the committee did not budget for those ads. Additionally, during the changeover, he said the company messed up placement for an ad and owed a free ad to the committee.

Beck suggested Rand discuss the contract with the company and directed Tucker not to pay the invoice until the issue had been sorted out.

MOTION was made by Beck, seconded by Scarberry, for Rand to sort out the account details with Statehood Media. The motion carried unanimously in a voice vote.

2018 DNC TV Commercial Production

Rand gave an update on the commercial production. He said filming was done for the Fishing ad and the Rogue and Lighthouse ads would soon be underway.

PUBLIC COMMENT

Rabourn asked what kind of advertising is available for voice search tools like Siri. Beck and Rand said they would look into it.

Tucker said the December meeting would have to be moved to another location or canceled since Conference Room A would be unavailable.

The committee agreed to move the meeting up a week to Dec. 14 and discuss another location at the next meeting.

Beck said he would begin taking a look at the ordinance for the Destination Newport Committee to potentially update and add members.

CHAMBER REPORT

Scarberry presented the Chamber Report. She said occupancy numbers were up from last year despite low eclipse turnout. Numbers were up 7 percentage points in August and 10 percentage points in September.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:20 p.m.