

Destination Newport Committee  
October 20, 2016  
2:00 P.M.  
Newport, Oregon

### CALL TO ORDER

The October 20, 2016, regular meeting of the Destination Newport Committee was called to order at approximately 2:02 P.M. In attendance were Lance Beck, Steve Beck, John Clark, Ric Rabourn and Lorna Davis. Also in attendance were Jamie Rand, News-Times; Dean Sawyer, Council Liaison, representatives from "Oregon Coast Today" and "Here and Now", as well as Cheryl Atkinson, Executive Assistant to the City Manager's office.

### INTRODUCTIONS

Introductions were made by all those present.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the September 15, meeting;
- B. Review of Accounts for September 2016;

Under discussion, it was noted that the invoice for 9/28/16, Oregon Rides & Events, LLC, Barrel to Keg Ride in the amount of \$1,155.04 should have been charged to grant monies, rather than to media advertising.

MOTION was made by Clark, seconded by S. Beck, to approve the consent calendar, with the suggested amendment to the review of accounts. The motion carried unanimously in a voice vote.

### MEDIA

Davis gave a brief overview of the proposal received from "Portland Monthly", and Rand displayed the request on the television screen for everyone's review.

Davis gave a brief overview of the proposal received with regards to the 2017 Travel Oregon Ad Network - OCVA. Davis noted there was no rate changes for this year's proposal from last.

Larayne Yaeger from "Oregon Coast Today" gave a brief presentation and distributed a sample cover from their publication. Rand inquired if the committee could submit comment, and was informed they could.

### OTHER

Davis explained that Elaine Landis from "Here and Now" had been told she could appear at this meeting, but with the change in staffing at the City, her request had been placed on the agenda. Therefore, her request was placed on the agenda under the heading of Other. Elaine then gave a brief presentation, and also distributed a handout. She gave a different scenario for the committee to consider with regards to the hard cover books and the soft cover pamphlets, which was different from last year. She noted the change would not affect the cost, which would remain at \$12,000.

## DISCUSSION AND ACTION

Following the presentations, the committee reviewed all the proposals placed before them.

With regards to the request from "Portland Monthly", the committee opted to have Davis inquire if they could provide more of an "ala carte" position with their proposal, or if it had to be an all or nothing. She indicated she would report back at the committee's next meeting on their response.

Following a short discussion on the proposal received from the "Oregon Coast Visitor Guide", the committee determined to accept their proposal as presented, and the following motion was made:

MOTION: Rabourn moved, seconded by L. Beck to renew the agreement with OCVA in the amount of \$7,910, which will provide a full-page table of contents (\$3,370); June 2016 text ad in the Oregon Coast e-newsletter (\$140); 1/3 horizontal display ad in Travel Oregon Visitor Guide (\$3,900); and Oregon Welcome Center brochure distribution (\$500). On call for vote, all members voted aye, motion carried unanimously in a voice vote

The committee discussed whether to accept the proposal received for "Oregon Coast Today", and it was determined they would pass on the offer put before them at this time. Davis will notify Yaeger of the committee's decision.

Following a discussion on whether to renew the agreement to have our ads in the "Here and Now" publications, the committee decided they would like to go another direction for this campaign. Davis will contact Landis to let her know of their decision.

S. Beck commented this might be a good time for the committee to take a hard look at trying to get more advertising into the Seattle market.

## CHAMBER REPORT

Davis gave an update on her recent trip to France, and commented it had been quite successful. She has another trip planned in a couple of weeks to the UK.

Rand reported that he will be giving a Destination Newport Status Report to the Council on November 21, and would appreciate any members that can attend to do so. The support would be helpful. S. Beck requested that an e-mail reminder be sent out prior to the date to help the committee remember.

Rand shared a couple of new advertising concepts they are working on with regards to the new section of Hwy. 20 being opened. Many suggestions were heard from committee members on verbiage for the new campaign. Rand also discussed what work he has been doing with Rogue and having the City's crab logo be placed on their bottle caps. He indicated he has met with the City Attorney, and City Attorney, Steve Rich, did not see any problems according to Rand. Some discussion ensued with paperwork needing to happen when the logo is used, but no decision was made.

Davis reported on the new layout for the 2017 Seafood & Wine Festival tent, since Rogue has remodeled their property. She said it will work, but it will be more expensive this time around.

Sawyer asked if Rabourn or Clark's businesses had experienced any severe changes in their room count with the closure of Hwy. 20. Both indicated it had not affected their businesses adversely. However, Rabourn did note that the harsh weather predictions for the weekend of October 15-16 did cause many cancellations, which was disappointing.

Next meeting will be November 17, 2016.

#### ADJOURNMENT

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