

Destination Newport Committee  
September 15 2016  
2:05 P.M.  
Newport, Oregon

### CALL TO ORDER

The September 15, 2016, regular meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were Lance Beck, John Clark, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant; Jamie Rand, News-Times; Ian Frost, Beaver Sports Properties; Marti Staprans Barlow and Keith Beerworth, Hospitality Vision, and Lance Vanderbeck, Newport Airport

### INTRODUCTIONS

We went around the table and everyone introduced themselves.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the August 18, meeting;
- B. Review of Accounts for August 2016;

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

### MEDIA

Listened to proposal on Hospitality Vision.

Listened to presentation on Beaver Sports Properties Proposal.

Listened to presentation via phone on AAA (Journey Magazine).

Reviewed Northwest Travel Magazine Proposal.

Reviewed Oregon Quarterly/Oregon Coast/Mile by Mile Proposal

### OTHER

Reviewed proposal from Bassett Photography.

Reviewed the Grand Ronde Change-out.

Reviewed report on Barrel to Keg Bike Ride. Requested that if a grant is received next year that the City of Newport logo be predominate in marketing flyers.

Rand reviewed google analytics from the new digital campaign. 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 committee chose to pass on the following proposals: OUTFRONT Newberg board, Northwest Travel Magazine, AAA (Journey Magazine), and Beaver Sports Properties. The committee chose to pass on these proposals due to budget; however, they would like to look at the Beaver Sports Properties proposal for next year, and the AAA (Journey Magazine) in the Spring.

MOTION was made by L. Beck, seconded by Clark, to approve the contract with Hospitality Vision in the amount of \$225 per month for a total of \$2,025. The motion carried unanimously in a voice vote.

MOTION was made by Rabourn, seconded by Clark, to approve the contract with Mile by Mile for a back cover ad in the amount of \$7,500 per year. The motion carried unanimously in a voice vote.

## CHAMBER REPORT

Chamber launched the new website and the response has been great. 705 shares in one day. Davis updated the committee on Highway 20 opening.

Next meeting will be October 20, 2016.

## ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:20 P.M.