

April 19, 2018

2:05 p.m.

Newport, Oregon

The Destination Newport Committee met on the above date in Conference Room A of Newport City Hall, 169 SW Coast Highway.

In attendance were: Committee Members Lance Beck, John Clark, Ric Rabourn, Chris Nystrom, and Stacy Schellinger. Also in attendance were: Deputy City Recorder Gloria Tucker, City Council Liaison Dean Sawyer, Newport News-Times Representative Sara Wedel, Newport News-Times Publisher Steve McLister, News-Times Photographer Nathan Howard, and Marketing Consultant Josh Logan.

Committee Members Judy Kuhl and David Heater were absent.

CONSENT CALENDAR

Beck introduced the consent calendar. He said contingency has been zeroed out in the working budget, and Google adwords will need to be scaled back in June.

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

DISCUSSION AND ACTION

Corvallis Knights Proposal

Beck introduced the Corvallis Knights Proposal agenda item. Schellinger said she preferred package two of the proposal.

The Committee agreed to table the proposal to May for a presentation on package two.

Comcast Spotlight Proposal

Logan introduced the Comcast Spotlight Proposal agenda item. Beck said adding more TV spots between now and July would be difficult for the Committee. Beck asked if they could get \$5,000 worth of spots for May-June. Logan said yes but the more time ahead he has to work with the better.

The Committee agreed to table the proposal to May.

Oregon SportsBeat Proposal

The Committee agreed to pass on the proposal.

Barrel to Keg Relay – Tourism Marketing Grant Application

Beck introduced the Barrel to Keg Relay agenda item.

MOTION was made by Clark, seconded by Rabourn, to recommend City Council approve the \$5,000 tourism marketing grant application. The motion carried unanimously in a voice vote.

News-Times Proposal

Wedel introduced the News-Times Proposal for \$110,000. New from last year, media negotiations through the News-Times was added. Schellinger asked how publishing of content worked, if the same stories are reposted. Howard said mostly new stories replace the old. Beck asked if there would be a new writer. Howard said there were no plans to change the writer, but that can be changed. Rabourn asked for clarification on negotiations done by the News-Times. Beck said in the past the Chamber Director and News-Times Publisher would screen bids coming before the Committee. The News-Times would fully take that over as part of the new proposal for \$10,000. Sawyer said the Council would want to have the \$10,000 clearly explained in order to approve it. Beck suggested presenting a level contract to the City Council and leave out the negotiations part of the proposal. He also suggested amending the Search Engine Market with Google section to include DNC will adjust budget as necessary since the figures are not locked.

MOTION was made by Rabourn, seconded by Nystrom, to recommend to City Council the Newport News-Times as the agency of record for \$100,000. The amended contract adds Vendor will actively participate and track negotiations in advertising rates for FY 2018-2019 in the In-Kind section; DNC will adjust budget as necessary in the Search Engine Market with Google section, subsection 1, point 1; and DNC will adjust budget as necessary in the Search Engine Market with Google section, subsection 2, point 1. The motion carried unanimously in a voice vote.

CHAMBER REPORT

Nystrom gave the Chamber report. Wedel gave the News-Times report.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:45 p.m.