

Dec. 14, 2017

2:01 p.m.

Newport, Oregon

The Destination Newport Committee met on the above date in the Officer's Mess at Hallmark Resort, 744 SW Elizabeth St, in Newport.

In attendance were: Committee Members Lance Beck, John Clark, Ric Rabourn, Sheena Scarberry, David Heater and Judy Kuhl. Also in attendance were: Council Liaison Dean Sawyer, Deputy City Recorder Gloria Tucker, Newport News-Times Publisher Jamie Rand, Newport News-Times photographer Nathan Howard, and Lincoln Asset Management Regional Manager Rachel Nyman.

ADDITIONS/DELETIONS TO AGENDA

There was none.

CONSENT CALENDAR

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

MOTION was made by Scarberry, seconded by Rabourn, to approve the Oct. 19, 2017 Minutes. The motion carried unanimously in a voice vote.

DISCUSSION AND ACTION

Nyman Committee Application

Nyman introduced herself as the acting general manager of Elizabeth Street Inn. Beck and Rand interviewed Nyman on behalf of the committee.

The committee agreed to table the application until January.

2018 DNC Commercial Production

Rand presented the 2018 Creative Proposal featuring Retherford and Maier. He said a third concept featuring the lighthouse keeper will get underway in January.

Kuhl said the Maier commercial seemed too much like a Rogue commercial.

Rabourn suggested running the commercials bookended or editing the commercials together into one.

MOTION was made by Beck, seconded by Clark, to approve the 2018 Creative Proposal. The motion carried unanimously in a voice vote.

Statehood Media Contract

Beck introduced the Statehood Media Contract. He said the committee is not liable for the winter ad and suggested entering into a new contract for one ad to run March/April.

MOTION was made by Clark, seconded by Beck, to enter into a contract for one ad in March/April. The motion carried unanimously in a voice vote.

MEDIAmerica/Travel Oregon Proposal

Beck introduced the MEDIAmerica proposal. He said the proposal includes ads in two guides and an email blast.

MOTION was made by Beck, seconded by Clark, to approve the MEDIAmerica proposal. The motion carried unanimously in a voice vote.

Oregon Coast Magazine Proposal

Beck introduced the Oregon Coast Magazine proposal for the Mile-by-Mile guide. Scarberry noted the guide is the number one visitor guide at the Chamber.

MOTION was made by Beck, seconded by Clark, to approve the Oregon Coast Magazine proposal. The motion carried unanimously in a voice vote.

The committee agreed to use the Retherford creative for the Mile-by-Mile guide.

Coast Explorer Magazine Proposal

Beck introduced the Coast Explorer Magazine proposal. He said the ad is typically a third of a page in three issues. Scarberry noted the guide is in the top five of visitor guides at the Chamber.

MOTION was made by Rabourn, seconded by Clark, to approve the Coast Explorer Magazine proposal. The motion carried unanimously in a voice vote.

DNC Bylaws

Beck said he thinks the committee should remain at seven members. He suggested the committee members come up with recommendations for the open seat. He said the City Manager will be speaking with the new Chamber director and discussing the Chamber's role and the overall scope of work.

Goal Setting Session

Tucker introduced the Goal Setting session. Beck said his goal is to do a competitive analysis with other coastal communities. He said with the current budget limits, the committee can't test the markets and is at a disadvantage. In the long term, he said the committee could oversee tourism in the community, and he is interested in vesting beautification, parking and other visitor-impacting services in the city with the committee.

The committee agreed its goals for 2017-2018 are to complete a competitive analysis on marketing expenditures with destinations similar to Newport; to continue to develop investment in digital investment; and leveraging with potential grant funding to explore translation of printed and digital material for foreign visitors, such as German, French, Japanese and Chinese.

PUBLIC COMMENT

Sawyer asked the committee to make sure the KPTV camera mentions the Maritime Museum.

Beck mentioned he added the DNC Bylaws to the agenda to consider growth of the committee. He said it might not hurt to have a minimum of seven or a max of nine.

Clark said he thought seven is fine.

Rabourn said nine is fine but he wouldn't go above that. He said the committee would need to make sure retail and at large are well represented.

Sawyer said the chamber could have a regular seat.

Beck said that will have to be taken into consideration once the new executive director is in place. He said if the Chamber starts sharing the workload of the committee, there might be a possible conflict of interest.

CHAMBER REPORT

Scarberry presented the Chamber Report. She said the new executive director, Chris Nystrom, would start December 20.

ADJOURNMENT

Having no further business, the meeting adjourned at 4:17 p.m.