

Jan. 18, 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, Sheena Scarberry, and Judy Kuhl. Also in attendance were: Council Liaison Dean Sawyer, Deputy City Recorder Gloria Tucker, Chamber Director Chris Nystrom, Marketing Consultant Tiffany Arns, Marketing Consultant Reed Lucas, Publisher Nate Kaplan, and Marketing Consultant John Clarke. Newport News-Times Publisher Jamie Rand attended by phone.

Committee Member David Heater was absent.

ADDITIONS/DELETIONS TO AGENDA

Beck added discussion on committee makeup to the agenda.

CONSENT CALENDAR

Beck reported on the committee budget.

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

DISCUSSION AND ACTION

Explorer Media Marketing Proposal

Beck introduced three Explorer Media Marketing Proposals for Northwest Travel and Life Magazine.

MOTION was made by Rabourn, seconded by Clark, to approve the proposal for an ad in 2018 Mar/Apr and 2018 May/Jun for \$5,834. The motion carried unanimously in a voice vote.

101 Things To Do Proposal

Kaplan presented the 101 Things to Do Proposal and also offered the back cover of the guide for \$8,999.

MOTION was made by Beck, seconded by Rabourn, to approve the original proposal of a half page back cover ad at \$4,499. The motion carried unanimously in a voice vote.

Oregon SportsBeat Proposal

Beck introduced the Oregon SportsBeat Proposal. The committee agreed not to pursue the proposal.

KVAL Proposal

Arns and Lucas presented the KVAL CBS Proposal. Beck suggested they return in February with a tailored proposal that focuses on TV ads, Over the Top ads, and targets other demographical areas.

KPTV Advertising

Clarke presented KPTV's advertising reach. Beck said KPTV serves the Maritime Museum with 25 percent of its digital ads for hosting the camera. He suggested Clarke return in February with a TV ads proposal.

Coast Hills Classic Tourism Marketing Grant Application

Beck introduced the Coast Hills Classic Tourism Marketing Grant Application.

MOTION was made by Beck, seconded by Clark, to recommend to city council \$4,000 in tourism marketing grant funds for the Coast Hills Classic. The motion carried unanimously in a voice vote.

Goal Setting Session

Tucker introduced the Goal Setting Session. The committee agreed to remove goal three, change goal one to begin rather than complete an analysis, and change goal two to digital marketing.

MOTION was made by Clark, seconded by Kuhl, to approve 2018-2019 Goal 1 Begin a competitive analysis on marketing expenditures with destinations similar to Newport and Goal 2 Continue to develop investment in digital marketing. The motion carried unanimously in a voice vote.

DNC Commercial Production

Rand presented the DNC Commercial Production update.

Committee Makeup

Beck introduced the Committee Makeup discussion. He said with the new year, a new chair and vice chair must be appointed.

MOTION was made by Rabourn, seconded by Clark, to reappoint Beck as the chair of the committee. The motion carried unanimously in a voice vote.

MOTION was made by Beck, seconded by Scarberry, to appoint Rabourn as the vice chair of the committee. The motion carried unanimously in a voice vote.

The committee agreed to ask potential applicants for interest in filling the at-large position on the committee by the February meeting.

Beck said he is working with City administration to define the Chamber's role in the committee.

CHAMBER REPORT

Scarberry presented the Chamber Report.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:40 p.m.