

July 25, 2019  
2:10 p.m.  
Newport, Oregon

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

In attendance were Committee Members Daniella Crowder, Patti Ferry, David Heater, and Judy Kuhl. Also in attendance were Deputy City Recorder Gloria Tucker, Newport News-Times Representative Jeremy Burke, Outfront Representative Leigh Deinert, KFIR Representative Joe Van Ras, and Oregon Coast Today Representative Lorraine Higgins.

### CONSENT CALENDAR

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

### ADDITIONS/DELETIONS TO THE AGENDA

Outfront Media Proposal, Agate Beach Surf Classic Grant Application, and new member discussion was added to the agenda.

### DISCUSSION/ACTION ITEMS

**Meadow Outdoor Three-year Renewal.** Kuhl introduced the agenda item.

MOTION was made by Heater, seconded Ferry, by to approve renewal of the Meadow Outdoor proposal for three years. The motion carried unanimously in a voice vote.

**KFIR Proposal.** Van Ras presented the proposal. Heater and Crowder expressed they were not interested in continuing the contract. The committee agreed to table the proposal to next month.

**Willamette Week proposal.** Burke introduced the agenda item and suggested sponsored articles as a good investment. Kuhl expressed interest in the winter guide. Crowder noted that Salem is an area where advertising is lacking. The committee agreed to table the proposal to next month.

**Oregon Coast Today Proposal.** Higgins presented the proposal. The committee agreed to table the proposal to next month.

**Outfront Media Proposal.** Deinert presented the proposal. Heater suggested checking into Meadow Outdoor billboards in the Grand Ronde area. The committee agreed to table Outfront Media's proposal to next month.

**2019-2020 Budget.** Burke introduced the agenda item. He suggested spending less in Google AdWords this year and more in Facebook advertising. He suggested considering

dropping ComCast this year. He suggested an increase in print spending and researching the best magazines in target areas to advertise in. Heater said the effectiveness of print is hard to gauge.

MOTION was made by Heater, seconded by Kuhl, to approve the budget amounts in each category as follows:

- \$38,725 in outdoor
- \$69,009 in online
- \$13,456 in brochures
- \$37,624 in other (baseball teams/hotels)
- \$125,000 in News-Times fee
- \$20,500 in TV
- \$3,240 in radio
- \$47,000 in print
- \$50,756 in contingency

The motion carried unanimously in a voice vote.

**Agate Beach Surf Classic Grant Application.** Kuhl introduced the agenda item. Crowder noted the event is well attended and results in shopping and stays in Newport.

MOTION was made by Ferry, seconded by Crowder, to recommend approval by the City Council the Agate Beach Surf Classic grant application. The motion carried unanimously in a voice vote.

**New member discussion.** The committee discussed the application of Ian Shad Clayman who would be filling an at-large vacancy on the committee. Heater suggested that someone from the aquarium fill the at-large position. Discussion ensued on the open lodging position. Kuhl suggested the committee wait a month to gauge the interest of the aquarium and the Hallmark before appointing Clayman.

### **CHAMBER AND NEWS-TIMES REPORT**

Ferry presented the Chamber report. Burke presented the following News-Times report:

	June 2019	June 2018	June 2017
<b>Web Traffic</b>			
Users	28,516	24,557	23,265
New Users	27,377	22,524	22,372
Page Views	113,448	110,156	80,759
Bounce Rate	28.19%	29.71%	36.33%
<b>Demographics</b>			
18-24	6.24%	10.45%	12.43%
25-34	24.66%	25.66%	24.30%
35-44	22.16%	21.64%	21.67%

45-54	16.89%	15.97%	16.62%
55-64	16.34%	15.04%	16.15%
65+	13.70%	11.25%	11.82%
Top 5 States			
	Oregon	Oregon	Oregon
	Washington	Washington	Washington
	California	California	California
	Idaho	Idaho	Idaho
	Texas	Texas	Texas
Top 5 Cities			
	Portland	Portland	Portland
	Seattle	Seattle	Seattle
	Newport	Newport	Newport
	Vancouver	Salem	Eugene
	Eugene	Boise	Corvallis
Facebook			
Engaged Users	3,943	2,295	No data
Post Impressions	127,500	48,200	No data
Post Reach	104,200	37,700	No data
Engagements	5,719	2,900	No data
Instagram			
Impressions	30,700	0	No data
Reach	19,200	0	No data
Likes	2,200	743	No data
Comments	40	12	No data

### ADJOURNMENT

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