

June 18, 2020
2:00 p.m.
Newport, Oregon

The Destination Newport Committee met electronically on the above date in the Council Chambers in Newport City Hall, 169 SW Coast Highway.

In attendance were Committee Members Judy Kuhl, Daniella Crowder, Maggie Conrad, Lauri Hines, and Eric Seil. Absent was Ian Clayman. Also in attendance were Council Liaison Dietmar Goebel, Deputy City Recorder Gloria Tucker, and Newport News-Times Representative Jeremy Burke.

ADDITIONS AND DELETIONS ON AGENDA

The committee agreed to add the KPTV Contract to the agenda.

CONSENT CALENDAR

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

DISCUSSION/ACTION ITEMS

KPTV Contract. Kuhl introduced the agenda item. She explained after the committee approved a three-year contract with KPTV, Burke agreed to negotiate on the contract. She noted she negotiated the contract, and KPTV agreed to lower the first year of the contract to \$35,100. She explained the reason she is bringing this back to the committee is that the next fiscal year's budget will be significantly different. She stated normally the budget has been \$425,000, and this year the budget is \$200,000. She asked the committee if they would still like to move forward with the contract, and explained the history of the weather camera. She recommended continuing the contract. Tucker noted City Attorney David Allen is drafting a contract, and the language in the contract offers one year with two optional one-year renewals. Kuhl clarified KPTV is not aware of the change in terms yet. She asked what would happen if KPTV did not approve the change. Tucker replied if that happens, the sponsorship would at least drop for July while there is negotiation. Burke stated he doesn't see them denying the contract as one year with renewals. Tucker noted KPTV has signed a very similar contract in the past. She recommended the motion express the committee is comfortable with the agreement the City Attorney drafts.

Goebel reported Council is concerned about moving into three-year contract at this time. He stated the city doesn't know what the revenues are going to be going forward, and the Council suggests a cautionary approach. He suggested moving forward with a one-year contract. Conrad agreed with Goebel. Tucker noted if the motion approves the agreement as drafted by the City Attorney, then there will not have to be another meeting if things change.

MOTION was made by Conrad, seconded by Crowder, to accept the City Attorney's draft of the agreement with KPTV. The motion carried unanimously.

Destination Newport Committee 2020 - 2021 Budget. Kuhl introduced the agenda item. She explained the city hires an agency that handles media, content, and social media. She noted the News-Times has had the contract for several years. She stated with the budget reduction, the contract with News-Times will have to change. Tucker explained the proposed Destination Newport Committee budget. She noted there has been a tourism event grant of \$25,000 in the past, but that is not included in the budget. She asked if the committee wants to include the \$25,000 grant, and if so, how to change the proposed budget. Crowder clarified the money would have to come out of something. Kuhl asked what is going to happen to Barrel to Keg, which was allocated \$5,000 this year. Crowder replied the funds have not been spent since the event was cancelled. Tucker clarified the grant awards would be for 2021 if the grant funds are budgeted. She noted she could ask administration if the unspent grant funds from this fiscal year could be transferred to next fiscal year. Kuhl expressed support for transferring funds. Tucker asked if it can't be moved, what is the committee's recommendation. Kuhl stated her recommendation in that case would be to drop the grant for the next fiscal year. The committee agreed to transfer this fiscal year's grant funds if possible and to drop the grant if not possible for next fiscal year.

Tucker explained the Certified Folder Display contract and brochures are not included in the budget. She stated the committee can recommend moving forward with the contract and pay for it this fiscal year, they can include the contract next fiscal year and drop something else, or they can drop the contract. Kuhl stated brochures have been ordered and without Certified, no one will be able to distribute them. She recommended approval of the contract with Certified Folder Display. Kuhl clarified there are two contracts with Certified Folder Display, the welcome center contract and hotel contract. Goebel clarified that this fiscal year there would be \$50,000 left in Destination Newport, and Certified would be paid with that. Conrad expressed support for continuing the contract.

MOTION was made by Conrad, seconded by Hines, to approve the renewal with Certified Folder Display with 2019-2020 funds. The motion carried unanimously.

Tucker asked what the committee would like to commit for print in 2020-2021. Conrad asked if Travel Oregon has more visibility than OCVA. Kuhl replied that Travel Oregon gets more visibility. The committee agreed to include Travel Oregon rather than OCVA. Kuhl recommended OCVA to replace Mile-by-Mile guide. She suggested perhaps having a smaller ad in Mile-by-Mile Guide. Conrad agreed with Kuhl. The committee agreed to include Travel Oregon and OCVA rather than Mile-by-Mile guide in the budget.

Tucker asked if the committee was comfortable dropping Hospitality Vision. Kuhl recommended dropping the contract. The committee agreed to drop Hospitality Vision. Tucker asked if the committee was comfortable keeping the Outfront billboard in the budget. Kuhl recommended keeping the contract. The committee agreed to move forward with Outfront. Tucker noted the price will be reduced from \$18,000 to \$15,000.

Advertising and Marketing Services Contract with the News-Times. Tucker introduced the agenda item. She noted the pass-through costs for Google Adwords and Facebook are not included in the new budget. Burke reported he had conversation with city administration, and he could do the services at a discounted rate. He asked Kuhl for help with contract negotiations. He added it will be a heavy loss, but it's important to continue service. Kuhl explained the Chamber of Commerce contract with the city. Kuhl stated she is more than willing to help with negotiations. Tucker clarified the chair has the ability to do that. She suggested Burke draft an addendum that can be given to city administration.

She summarized the committee agreed to Kuhl should help with negotiations. Goebel asked why the proposed budget has \$100,000 for News-Times, but the service contract will be \$50,000. Burke explained the pass-through costs are roughly \$50,000 and are not included in the budget. Crowder clarified the services contract would decrease from \$125,000 to \$50,000. Goebel clarified with pass-through costs, the contract is in effect going from \$175,000 to \$100,000. Crowder stated an out-of-town vendor would not be doing this. She thanked Burke for his service. Tucker asked if the committee has consensus moving forward with an amended contract with the News-Times. The committee agreed to move forward with an amended contract with the News-Times. Burke explained how the scope of work would change. Kuhl stated she has worked Burke on issues raised in his report. She noted the Chamber's codes and passwords for some items don't work, and the recovery email doesn't exist anymore. She indicated they may have to create some new accounts. She summarized work is being done by the Chamber and News-Times.

Destination Newport Committee Goals. Tucker introduced the agenda item. Kuhl noted she has joined Vision 2040 Advisory Committee. She stated Destination Newport's goals on arts and culture has taken a hit and will not be met yet. Tucker outlined the proposed goals. Kuhl stated she believes promoting digital advertising and outdoor advertising are currently being met. Tucker asked if the committee would like to develop objectives for the goals, or remain at the goal level because of uncertainty. Kuhl suggested remaining at the goal level. The committee agreed to keep the goals, and not develop objectives.

CHAMBER AND NEWS-TIMES REPORT

Kuhl presented the Chamber of Commerce report. She noted the Chamber has been working to get out information and keep things going with the new normal. She reported the Seafood and Wine Festival will not look the same as it has in the past. She stated one idea is a progressive Seafood and Wine, where instead of a big tent, all the businesses in town would host vendors, and the Chamber would still be able to bus people. She indicated another idea is to create a festival in a box so people can party in hotel rooms. She added the community and a lot of non-profits rely on the Chamber to put on this festival.

Goebel stated he was shocked when he first heard of the change. He asked if Kuhl thought COVID-19 restrictions would go into February. Kuhl stated in order to have the festival, there has to be a vaccine, and it is likely there will not be a vaccine until sometime next year. She emphasized the Chamber can't plan for a festival that could be cancelled at the last minute. Goebel noted that is a major hit for the community and Chamber. Kuhl stated the Chamber will survive, but needs to make sure the community survives.

Burke presented the News-Times report. He stated the News-Times has been busy with creating fresh content that does not overtly promote tourism and is respectful. He added it's very sensitive right now.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:05 P.M.