

May 17, 2018

2:06 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, Stacy Schellinger, and Ric Rabourn, who attended by phone. Also in attendance were: Deputy City Recorder Gloria Tucker, Interim Chamber Director Patti Ferry, Newport News-Times Representative Sara Wedel, NewsMedia Representative Matthew Koyak, Marketing Consultant Monica Olson, Corvallis Knights Representative Bre Miller by phone, and Oregon Coast Council for the Arts Director Catherine Rickbone.

Committee Members Judy Kuhl and David Heater were absent. Committee Member Chris Nystrom resigned from her position.

ADDITIONS/DELETIONS TO AGENDA

Beck added the acceptance of Nystrom's resignation/application of Ferry to the committee and a KPTV proposal to the agenda.

CONSENT CALENDAR

Beck introduced the consent calendar. An updated Review of Accounts, which reflected April, was provided at the meeting.

MOTION was made by Clark, seconded by Beck, to approve the April 19, 2018 minutes. The motion carried unanimously in a voice vote.

DISCUSSION/ACTION ITEMS

Performing Arts Center Brochure Proposal

Rickbone introduced the Performing Arts Center Brochure Proposal agenda item. Beck asked what percentage of the brochure mailing reaches outside Newport. Rickbone said a healthy percentage of brochures go outside Newport. Clark said the ad is a way for Destination Newport to support the arts' community.

MOTION was made by Clark, seconded by Schellinger, to approve the purchase of the Summer at the PAC ad. The motion carried unanimously in a voice vote.

KPTV Proposal

Olson introduced the KPTV Proposal agenda item, which totaled \$60,000 for the fiscal year. Of the advertising, \$20,000 was geared toward digital. Beck suggested weighting the advertising toward more digital versus TV next year.

The Committee agreed to table the proposal until the June meeting.

Corvallis Knights Proposal

Miller introduced the Corvallis Knights Proposal by phone. Beck asked if the 10 home games offered could be 15 for between-inning promotion and if 30-second DNC video ads could be played during the promotion. Miller approved both changes.

MOTION was made by Clark, seconded by Rabourn, to approve the proposal with 15 home game between-inning promotions and 30-second DNC video ads for \$2,850. The motion carried unanimously in a voice vote.

Comcast Spotlight Proposal

Beck introduced the Comcast Spotlight Proposal agenda item.

The Committee agreed to table the proposal until the June meeting.

Certified Folder Display

Beck introduced the Certified Folder Display agenda item.

MOTION was made by Clark, seconded by Schellinger, to approve continuing services for fiscal year 2018-2019 for \$12,174.75. The motion carried unanimously in a voice vote.

Corvallis Pedicab Proposal

Beck introduced the agenda item.

The Committee agreed to pass on the proposal.

Meadow Outdoor Advertising Proposal

Beck introduced the Meadow Outdoor Advertising Proposal agenda item. He said the art would need to be replaced.

MOTION was made by Clark, seconded by Beck, to approve the billboard advertising for next year at \$1,780 per month. The motion carried unanimously in a voice vote.

CHAMBER/NEWS-TIMES REPORT

Ferry explained she is the Interim Director for the Chamber of Commerce.

MOTION was made by Beck, seconded by Clark, to recommend to City Council that Patti Ferry be appointed to the Destination Newport Committee. The motion carried unanimously in a voice vote.

The committee discussed the upcoming content creative meeting at the News-Times, and Beck suggested anyone attending bring story ideas to the meeting.

Rabourn left the meeting at 3 p.m.

Wedel gave the News-Times Report. Koyak suggested improving the DNC website and the committee agreed it needed an update.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:22 p.m.