

May 28, 2019  
10:15 a.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, Jamie Michel, and Judy Kuhl. Also in attendance were Council Liaison Dietmar Goebel, Deputy City Recorder Gloria Tucker, and Newport News-Times Representative Jeremy Burke. Absent was David Heater.

### CONSENT CALENDAR

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

### DISCUSSION/ACTION ITEMS

**Bend Lifestyle Magazine.** Burke introduced the agenda item. The committee agreed to pass on the proposal.

**KTVZ proposal.** Burke introduced the agenda item. The committee agreed to table the proposal until August.

**RoadRunner Magazine Proposal.** Burke introduced the agenda item and suggested the fall for advertising in this publication. Kuhl suggested spring. Michel asked how marketing to the biker demographic, or a specific demographic over a general one, has worked in the past for the committee. Burke said the News-Times could do some social media testing. Goebel said he rides a motorcycle, and he has never heard of RoadRunner. Kuhl said the Best Western partners with Harley Davidson, and she can look into testing advertising in that avenue as well. The committee agreed to pass on the proposal in favor of doing more research on the demographic.

**AAA Washington Proposal.** Burke introduced the agenda item. Kuhl suggested the fall for this advertising. The committee agreed to table the proposal until August.

**Corvallis Knights Proposal.** Burke introduced the agenda item. The committee agreed to pass on the proposal.

**Digital Proposal from Portland Monthly.** Burke introduced the agenda item. The committee agreed to table the proposal until August.

**Digital Proposal from Seattle Magazine.** Burke introduced the agenda item. The committee agreed to table the proposal until August.

**Certified Folder Renewal.** Burke introduced the agenda item. He said the proposal is \$800 more than before because locations outside Oregon have been added.

MOTION was made by Ferry, seconded by Crowder, to approve the Certified Folder Renewal. The motion passed unanimously in a voice vote.

**Changes for the Newport Brochure.** Burke introduced the agenda item. The committee agreed they don't like the small pictures on the rim of the brochure. Michel and Crowder suggested featuring more outdoor activities like kayaking, biking, running, and kite surfing. Burke said the new front picture will include the bridge, boats, or the lighthouse in some way. Michel suggested a bonfire or crab pot scene for the front as well. She added sport fishing is another draw to the area.

### CHAMBER AND NEWS-TIMES REPORT

Ferry presented the Chamber report. She noted a new event organized by the Chamber will be Ciderfest in October. Burke presented the News-Times report. He added the social media statistics should increase next month once the News-Times goes back to daily content publishing.

### ADJOURNMENT

Having no further business, the meeting adjourned at 11:05 a.m.