

September 13, 2018

2:00 p.m.

Newport, Oregon

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

In attendance were: Committee Members Lance Beck, John Clark, Stacy Schellinger, Ric Rabourn, and Patti Ferry. Also in attendance were: Council Liaison Dean Sawyer, Deputy City Recorder Gloria Tucker, and Newport News-Times Representatives Jeremy Purke and Shelby Wolfe.

Committee Members Judy Kuhl and David Heater were absent.

ADDITIONS/DELETIONS TO AGENDA

The committee agreed to add a Comcast Proposal, Discussion on Press Releases, and Discussion on Committee Membership to the agenda.

CONSENT CALENDAR

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

DISCUSSION/ACTION ITEMS

Statehood Media Proposal

Beck presented the Statehood Media Proposal agenda item. He suggested not committing to the magazine yet. He said he would like to see a smaller proposal in the \$6,000 to \$7,000 range with complimentary digital.

The committee agreed running ads in 1859 would still be beneficial.

Rabourn said he would like to see a full-page ad in two issues.

MOTION was made by Beck, seconded by Rabourn, to purchase full-page ads at \$2,550 each in the March/April and May/June issues of 1859. The motion carried unanimously in a voice vote.

Portland Monthly Proposal

Beck presented the Portland Monthly Proposal agenda item. He suggested passing on the proposal.

The committee agreed to pass on the proposal.

Sycan Media Proposal

Beck presented the Sycan Media Proposal.

Rabourn suggested Sycan come back to the committee once the show is sold.

The committee agreed to pass on the proposal.

Comcast Proposal

Beck presented the Comcast Proposal. He said Media Representative Josh Logan offered spots in the spring.

MOTION was made by Beck, seconded by Clark, to run Comcast ads from either mid-February to mid-April or March and April for a total of \$20,000. The motion carried unanimously in a voice vote.

Discussion on Press Releases

Beck introduced the Discussion on Press Releases agenda item. He said the past practice of hiring out press release creation to PR Andre may no longer be as necessary. He said press release content can now be created by the Greater Newport Chamber of Commerce as part of their contract with the city.

The committee agreed to rely on the Chamber of Commerce to produce press releases.

CHAMBER/NEWS-TIMES REPORT

Ferry presented the Greater Newport Chamber of Commerce Report and Newport's Transient Room Tax Revenues Report for Fiscal Year 2018-2019. Beck said revenues exceeding last year by \$400,000 and set to exceed projections this year should warrant making an investment in Destination Newport. He suggested the city pursue a Destination Marketing Organization.

Discussion on Committee Membership

Beck announced that several members of the Destination Newport Committee would be stepping away in the near future. Beck and Rabourn will be moving in the coming months. Clark will opt not to renew membership at the end of his term. Beck said he and city administration are working on a plan to restructure the committee so that it can continue to operate.

ADJOURNMENT

Having no further business, the meeting adjourned at 3:10 p.m.