

September 26, 2019
2:00 p.m.
Newport, Oregon

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

In attendance were Committee Members Ian Clayman, Bobbi Price, Judy Kuhl, and Jamie Michel. Also in attendance were Deputy City Recorder Gloria Tucker, Newport News-Times Representative Jeremy Burke, and Bend Magazine Representative Ross Johnson. Absent were Committee Members Daniella Crowder and David Heater.

CONSENT CALENDAR

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

ADDITIONS/DELETIONS TO THE AGENDA

Photography Issue was added to the agenda.

DISCUSSION/ACTION ITEMS

Photography Issue. Michel introduced the agenda item. She asked Burke for a status update on photographer that used to work for the News-Times who wanted payment for use of her photos. Burke said the photographer will be paid and her photos will no longer be used.

Bend Magazine Proposal. Johnson introduced the agenda item. He proposed a media buy in the magazine from January 2020 to December 2020 at \$1,795 each issue (6 total). Price expressed interest in advertising in Bend Magazine so that there is a Destination Newport presence in Bend. The committee agreed and asked Burke to negotiate the appropriate amount of advertising in Bend Magazine.

2019-2020 Budget. Burke introduced the agenda item. He suggested investing less in print than last year and more in social media. Kuhl and Michel expressed support for the suggestion. Price suggested advertising in Scenic Byways, OCVA, and Bend Magazine. The committee agreed, and passed on all other print media buys.

MOTION was made by Price, seconded by Michel, to amend the budget to reflect print advertising in Bend Magazine, OCVA, and Scenic Byways. The motion carried unanimously in a voice vote.

Acceptance of New Members. Tucker introduced the agenda item. Price said she would resign, so that the new Chamber Director, Judy Kuhl, could move into her at-large position. Tucker stressed the need for two lodging representatives on the committee.

CHAMBER AND NEWS-TIMES REPORT

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

	August 2019	August 2018	August 2017
Web Traffic			
Users	29,125	26,827	20,972
New Users	28,155	25,068	20,014
Page Views	113,284	106,793	68,393
Bounce Rate	26.90%	32.90%	46.53%
Top 5 Countries			
	US		
	Canada		
	Indonesia		
	India		
	Iran		
Top 5 States			
	Oregon		
	Washington		
	California		
	Idaho		
	Texas		
Top 5 Cities			
	Portland		
	Seattle		
	Newport		
	Vancouver		
	Eugene		
Facebook			
Reactions	2,259		
Comments	82		
Post Reach	80,200		
Shares	406		
Instagram			
Impressions	17,700		
Reach	12,200		
Likes	1,142		
Comments	19		
Top 5 performing hashtags			

	#mustdo		
	#oregoncoast		
	#weather		
	#eatlocal		
	#catchyourfood		

ADJOURNMENT

Having no further business, the meeting adjourned at 3:15 p.m.