

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
November 19, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the November 19, 2009, meeting of the Destination Newport Committee to order at approximately 2:00 P.M. Members in attendance were Lorna Davis, Lill Patrick, Ric Rabourn, Carrie Lewis and Deborah Trusty. Also present was Council liaison, Mark McConnell, City Manager, Jim Voetberg, and Executive Assistant, Cheryl Atkinson. Ad agency representative, Lindsay Magnuson, was present by conference call.

CONSENT CALENDAR

MOTION was made by Trusty, seconded by Patrick to approve the consent calendar as presented:

- Minutes – Oct. 8, 2009, regular meeting minutes review and approve
- Report of Accounts Paid – Oct. 2009 - Monthly invoice review
- Grady Britton overview sheet

On call for vote, all members voted aye, motion carried to approve the consent calendar as presented.

PROJECT STATUS REVIEW

Magnuson reviewed the project update sheet, and explained it was not much different than what had been sent earlier in the week. She noted the brochures have been completed and shipped. She inquired if the Chamber had received their copies, and Davis responded yes.

There appears to be spikes following weekends for participation in the Memory Derby contest. Magnuson reported that Fran Mathews from Discovery Tours was willing to offer a variety of different packages for prizes for the Memory Derby contest. However, Magnuson, decided to just accept a couple of Sealife Cruises to be added to the grand prize.

ANALYTICS REVIEW

Magnuson reported the analytics from September through October of this year. She stated she had done a comparison from 2008 to 2009. There was a definite dip in hits when the market dropped drastically in the fall of last year. She did note there were a couple of mistakes on the report, and said she would send a corrected one by e-mail.

OUTDOOR EXTENSION POSSIBILITY

Magnuson explained that because the outdoor media poster was not lighted, the owner had indicated he could extend the length of time the poster stayed up. Magnuson stated when they made the arrangements for the outdoor banner they were told the site was to be lighted. She noted to extend the time of the banner would mean dropping some television media, and with the banner not being lit, she and Sarah were recommending not extending the time the banner is displayed. Lewis asked how long it would remain up for this time, and Magnuson said until the end of November. Following a brief discussion, it the general consensus of committee members to accept the recommendation by Grady Britton. Discussion of where to store the banner occurred, and it was determined it would be stored by Grady Britton.

PDXPOSED RECAP

Davis gave an overview of all that PDXposed filmed during their four day stay in Newport to film. She stated getting the permits to film at the BLM Yaquina Head area had been a bit challenging. They filmed at a glass blowing business, a couple of local restaurants, a local hotel, on the beach, Don Davis Park, and the Oyster Cloyster event. She reported they would be using the music from a local band during their music segment. Davis indicated they were able to get film for the commercial as well. All in all, lots of good filming occurred, per Davis. The episode will air on the Saturday after Thanksgiving at 6:00 p.m.

OTHER

Davis said the Chamber has a promotion out for local residents called “stayvacations” in which they advertise for the locals to get away from home and stay at one of our local hotels/motels. She further reported they have started twittering on the upcoming Seafood & Wine Festival and have put it on Facebook. Davis said the e-tickets for the festival would be going on sale soon, and she would get Grady Britton the link for that. Davis reported that Seaport Airlines is a sponsor of the Festival this year. Matt Kyler, marketing manager for Seaport, has indicated he would like to be included in the upcoming 2010 marketing plans when Grady Britton gets ready to make those reports to the committee. Davis explained they want to be on the same page for advertising.

Atkinson stated that in year’s past the committee has opted to take the month of December off because of the busy holiday season. She asked the committee if they would like to do that this year, and also asked Magnuson if they would have a problem with that. Committee members concurred if Grady Britton did not need to meet they had no desire to meet during December. Meeting the end of December was discussed briefly, but it was determined that if Grady Britton needed direction or input on any matter, they could send an e-mail.

A brief discussion occurred with regards to advertising local events. McConnell commented we need to find a better way to have that happen for our community. He said that perhaps the proposed wayfinding program might assist in some way.

There being no further business to come before the committee, the meeting adjourned at approximately 2:40 p.m.