

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
May 14, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the May 14, 2009, meeting of the Destination Newport Committee to order at approximately 2:00 P.M. Members in attendance were Lorna Davis, Ric Rabourn; Carrie Lewis, John Clark, Lill Patrick and Deborah Trusty. Also present was Council liaison, Mark McConnell, and staff representatives, Dale Shaddox and Cheryl Atkinson. Ad agency representative, Lindsay Magnuson, joined the meeting later by conference phone.

PRESENTATION BY FRIENDS OF AQUATIC CENTER:

Katherine Pedersen, Marcia Williams, Jeff Bertuleit and Steve Salisbury were present on behalf of the Friends of the Aquatic Center. Pedersen shared a power point presentation with the committee on their future plans to create an aquatic park, rather than an aquatic center, and explained the difference. She stated their group was coming before the committee to ask for their continuing support of the aquatic park concept, and looking to the future to assist in some form of marketing for the park. Rabourn inquired about the amount of marketing they were looking at, and it was suggested their advertising could be dovetailed into our current advertising program once they were up and running.

Davis asked if this group thought they had community support. Pedersen stated they do from different indicators, such as signed petitions in favor of the center to a survey that showed favorable results.

The committee asked the Friends to stay in touch and keep them posted of their progress.

COMMITTEE DISCUSSION:

The budget for 2009-10 was briefly discussed, and Shaddox answered questions. The committee was informed they should know more after tonight's budget meeting.

CONSENT CALENDAR:

MOTION: Lewis moved, seconded by Clark to approve the minutes from the committee's meeting of April 16th. Atkinson explained the committee's agenda now has a consent calendar, which includes the report of accounts paid. This had been requested at the committee's last meeting. There was no vote taken on this motion. Following a brief discussion of the accounts paid, a new MOTION made: Clark moved, seconded by Trusty to approve the consent calendar as presented:

1. Minutes
 - April 16, 2009, regular meeting minutes review and approve
2. Report of Accounts Paid – July 2008—April 2009
 - Monthly invoice review (overview sheet)

On call for vote, all members present voted aye, motion carried.

2:35 P.M. – Lindsay Magnuson joined the committee by conference phone.

REVIEW OF ADDITIONAL MEDIA SPEND WITH SURPLUS: Magnuson noted the additional media options from surplus funds had been forwarded by e-mail to the committee prior to their meeting today. There were also samples available during the meeting. Magnuson explained their media buyer, Sarah Prince, was recommending Option 1, as this would provide the best “bang for our bucks”.

MOTION: Lewis moved, seconded by Rabourn to approve Option 1 for the additional media June advertising support, which includes television advertising on NBC/KGW 8 plus a Comcast combination for a total of \$13,000. On call for vote, all members present voted aye, motion carried.

PREVIEW OF 2009-10 PLANNING/BUDGET FOR JUNE MEETING: Magnuson explained the draft budget was merely a planning budget for the committee’s June meeting. It was noted the line item entitled Embarcadero Webcam should be renamed since the webcam will no longer be affiliated with that establishment. Newport Bridge Webcam was suggested as the new identifier. It was also noted the \$10,800 figure would cover the monthly cost of the line only, as the City had agreed to purchase the webcam. Magnuson indicated the creative for media had been slimmed back to allow for the webcam line.

It was noted the final total for the budget was off by \$500, and Magnuson stated she would redo her figures to bring the total below the \$300,000 budgeted amount.

FURTHER DISCUSSION OF MEDIA PLANNING FOR 2009-10: McConnell asked how much of the proposed \$170,000 media buy plus media services would actually go towards purchasing media. Magnuson indicated that approximately \$145,000 would go towards media buys.

Davis inquired if the \$8,000 budgeted for the outdoor board would actually purchase the board, and Magnuson responded the \$8,000 was only for creative. Purchasing the board was included in the media buy line item. Davis commented that until the City’s Budget Committee completes their task of approving the budget, nothing is set with regards to funding. The proposed Grady Britton budget, which will expend monies from the City’s Room Tax Fund, cannot be approved until the City’s Budget Committee has approved the 2009-10 fiscal year Budget.

100% NEWPORT REVIEW: Magnuson reviewed the history behind the 100% Newport concept, since there were new members on the committee. She further commented Grady Britton would like to see this concept revived. Davis indicated the process for using the 100% Newport had become rather daunting, and that could have slowed the use of it. Magnuson said they would like to see at least 10 top businesses in Newport buy into using the 100% Newport logo. Lewis stated the Aquarium has 30,000 rack cards that will be displaying the 100% logo. Davis reported the 100% logo would be used on their visitor guides. Rogue Brewery was suggested as one of the top businesses in Newport that would be ideal to display the 100% Newport logo.

MEDIA PLANNING FURTHER DISCUSSION: Magnuson explained the ad agency is making media contacts, but have not booked anything as yet. She asked if the committee still wants to keep the emphasis of advertising during the shoulder seasons,

and lighter during off-season. Committee members concurred, but Davis did note if something comes up of merit, we need to be responsive. She also thanked the ad agency for working within the reduced budget and meeting the committee's requests.

OTHER: Mayor Bain was present to discuss a request from Seaport Airlines. It was the general consensus of the committee to take no action on Seaport's request. It was suggested that Seaport might want to look at being a third participant in the next PDXposed show on Newport, which would cost them \$5,000.

Councilor McConnell reported the OCCA will be going forward with the Jazz Festival this fall. The dates of the event will be October 2-4th.

Patrick mentioned the need to advertise the Coho Season. Davis indicated a press release could be created on that subject. Patrick also requested it also be added to the website.

It was determined Magnuson could be excused from the remainder of the meeting and signed off at approximately 3:20 p.m.

Davis indicated the Chamber is still working on their visitor guide. She reported on Destination Newport Committee's ad, and will e-mail the creative to committee members soon for their review.

Davis stated that Rebeka Morris from COCA had requested she ask the committee if they would like to have a presence in the Central Oregon Coast Association's Guide. Davis noted that in years past, the committee has opted not to be in the guide because there were already many Newport businesses advertising in the guide. This time there does not appear to be any Newport businesses advertising in the guide, so the committee may want to consider placing an in the COCA guide.

MOTION: Patrick moved, seconded by Clark to approve a ½ page ad for the Central Oregon Coast guide, with the funds to be taken from contingency, and contingent upon the budget being approved by the City's Budget Committee.

A brief discussion ensued with regards to the room tax report provided by the Finance Department.

It was determined the next meeting of the Destination Newport Committee would occur on June 11th. There being no further business to come before the committee, the meeting adjourned at approximately 3:30 p.m.