

**DESTINATION NEWPORT COMMITTEE MEETING  
MINUTES  
June 10, 2010  
2:00 P.M.**

**CALL TO ORDER**

The June 10, 2010, meeting of the Destination Newport Committee, was called to order at 2:00 P.M. Members in attendance were Carrie Lewis, Lill Patrick, John Clark (arrived late), Ric Rabourn and Lorna Davis. Staff in attendance was Jim Voetberg and Cheryl Atkinson. Mark McConnell, Council liaison, was also present. Ad agency representative present at the meeting was Lindsay Magnuson.

The committee briefly discussed the information provided by City Attorney McCarthy, but determined it would be more fully discussed when the item appears on the agenda later in the meeting.

**MEDIA OPPORTUNITIES**

Jeremy Burke, Publisher from the "News-Times," was present to share media opportunities with the committee. He presented the idea for a magazine that would be exclusively about Newport. He explained the finished product would be sent to welcome centers in and around Oregon. He would also include SeaTac, San Jose and San Francisco airports as sites to display the magazine. The Eugene Airport was suggested as another site. These welcome centers and airports incorporate 80% of the mailings. Twenty percent will be delivered to our local hotels/motels. Burke stated the publication would be sponsored by selling ads. He explained his purpose for attending the meeting was to make sure the committee was okay with the idea, since they plan to use some of the same icons currently being used by the Destination Committee to advertise Newport. The publication will be ready for an August mailing, and they will be pitching the ads at the end of this month.

Having the "News-Times" but in a bid at the time brochures are to be reproduced was briefly discussed.

**CONSENT CALENDAR**

The consent calendar consisted of the following items:

- Minutes – April 8, 2010, regular meeting minutes review and approve
- Report of Accounts Paid in April/May(invoices from Feb/March/April/May)
- Overview sheet from Grady Britton

MOTION was made by Patrick, seconded by Lewis, to approve the consent calendar as presented. Motion carried in a voice vote.

## **2010-11 PLANNING: DISCUSSION OF OBJECTIVES FOR WEBSITE, MEDIA**

Magnuson stated her team had been brainstorming for new and fresh ideas for advertising Newport, especially in light of the budget being cut from the original \$400,000 to \$270,000. She said one of their ideas was to pick three local events being held during the off or shoulder seasons, and do a “mini” campaign around each of these events. She gave details of how they would advertise and promote each event. Also, the budget as originally presented would change, if the committee agreed this would be a good way to proceed.

Lewis asked if Grady Britton had any ideas of which three events they would suggest promoting. Magnuson said the three they have in mind would be: (1) the Wild Seafood Festival being held in September – inaugural event; (2) Jazz Festival in early October, and (3) Blessing of the Fleet held in the spring. She said these three events are local events and they could build great public relation stories about each. Another event suggested, if and when it returns, was Sea Fest.

Lewis stated she liked this idea as it would not only focus on the events, but would also give the visitors a reason for coming to Newport and staying for a couple of days.

Magnuson said if the committee was interested, the agency could sketch their ideas out, and put some numbers to paper and present at the committee’s next meeting. Committee members concurred.

**Website:** Magnuson displayed the website for committee review. Davis shared a copy with Magnuson of the changes and corrections recorded by the Chamber. Many ideas were bantered about, i.e., having the webcam be more accessible, removing the free shuttle information, and allowing the visitor to go from window to window to name a few.

A lengthy discussed ensued with regards to how best to disseminate to businesses the great advertising possibilities the discovernewport website offers. McConnell stated there needs to be a press release done on the benefits of the free advertising, and asking businesses to place coupon promotions on our site. Voetberg said the City could do the press release. He also mentioned this subject would be great to present during one of the City’s radio show slots at KNPT radio. Davis offered to have the Chamber do the press release to be sent out to the local media.

Davis stated the Chamber still continues to get requests for the passport program. It was determined to remove any reference to the passport from the current website. It currently is listed under “frequently asked questions”.

The ad agency was asked if the city owns all photos and logos, and Magnuson said yes with regards to the logos, but the agency does own some of the stock photography. Also discussed was the need to prevent businesses from placing their ads in inappropriate areas on the site. Clark mentioned that dated events stay on the site much longer than they should be. Lewis said committee members should be checking the site

on a regular basis and reporting to the ad agency if they see any errors or omissions to save on cost. Rabourn stated the ad agency should report to the committee if they foresee the website maintenance cost going over the monthly fee of \$650, and then make sure that it does not exceed that amount.

Noting that NOAA has a new home in Newport and placing a link to the Chamber was suggested. Removing the reference to the memory derby was also recommended.

Davis indicated the website conversation had gone longer than a ½ hour, and she would recommend that committee members continue to examine the site, and this conversation be extended to the committee's next meeting.

### **SUBCOMMITTEE REPORT ON USES OF ROOM TAX REVENUES**

At the committee's last meeting, they had requested a subcommittee consisting of Davis, McConnell and Voetberg meet with City Attorney McCarthy to discuss the use of room tax revenues. This recommendation arose because the City Council had asked the Destination Newport Committee to review some special event fee waivers that were being recommended to come out of room tax revenues. It was determined from McCarthy's report that these fee waivers did not fit the criteria to be expended from the tourism and marketing funds. McConnell said it was clear the Council needs to have further discussions on the special event fee waivers currently being approved by Council, and where the funding will be appropriated when special events receive fee waivers from the Council.

### **OTHER:**

Atkinson reported the ad agency has a current City business license and has provided proof of insurance, as required by their contract. She did explain to Magnuson it appears their insurance policy expires October 1, 2010, and they should make note it will need to be renewed at that time.

The committee's next meeting will be held July 8<sup>th</sup>. Davis reminded everyone their homework assignment was to continue reviewing the website for recommendations on keeping it fresh and current.

### **ADJOURNMENT**

There being no further business to come before the committee the meeting adjourned at approximately 4:03 P.M.