

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
June 11, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the June 11, 2009, meeting of the Destination Newport Committee to order at approximately 2:00 P.M. Members in attendance were Lorna Davis, Carrie Lewis, John Clark, and Gabe McEntee. Council liaison, Mark McConnell, arrived later in the meeting. Staff representatives present were City Manager, Jim Voetberg and Executive Assistant, Cheryl Atkinson. Ad agency representative present was Lindsay Magnuson.

INTRODUCTIONS:

As this was City Manager, Jim Voetberg's, first meeting with the Destination Committee, introductions were made all around.

CONSENT CALENDAR:

MOTION: Clark moved, seconded by Lewis to approve the consent calendar as presented:

1. Minutes
 - May 14, 2009, regular meeting minutes
2. Report of Accounts Paid – May 2009
 - Monthly invoice review from Grady Britton (overview sheet)

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

REVIEW OF PLANNING/CREATIVE SCHEDULE FOR JUNE/JULY:

Magnuson stated the additional media purchased from the surplus funds was finishing up. The agency would begin to concentrate on new creative in the next month. She indicated they would be working on a new fresh look, but would definitely tie it in with what is currently being used in our media ads.

Lewis inquired when the outdoor advertising would begin. Magnuson responded that Sarah, Grady Britton's media buyer, is looking for great deals right now with respect to outdoor billboards. Magnuson said that Sarah has good connections and will be sure and make the best deal for this form of advertising.

Magnuson reported the upcoming fall Jazz Festival will be on our website, and asked if the committee knew of any other big community events coming up soon. It was noted the Jazz Festival will actually be held in October this year, rather than September. Some other events mentioned for Magnuson to place on our website included: the City's annual 4th of July fireworks display; the Nye Beach Clambake, and a free concert at one of the local schools all on the same weekend.

2009-10 DRAFT BUDGET:

The 2009-10 draft Budget was distributed for review, and discussed briefly.

UPDATE ON WEBCAM: Atkinson reported that Peggy Hawker had met with the Skycam representative onsite the following week with regards to placing the webcam at our pump station on Bay Boulevard. It was determined this was not the most advantageous site for attaining an excellent view of our bridge when the weather report would be aired on KGW. Therefore, alternate sites are being reviewed, with one being the Port property. Hawker has also been negotiating with KGW on an agreement, but that will not be finalized until we have a site established. Hawker hopes to have the webcam purchased out of this year's budget.

It was noted that if the Port is trying to attain NOAA, it would be important to have fiber to their facilities, and they might want to cooperate with the City in establishing the fiber.

REVIEW OF PLANNING/CREATIVE FOR JUNE/JULY: Magnuson distributed a copy of the "twitter" occurring, and explained that Grady Britton does create twitter on Newport and put it out for all to view.

Davis commented that it appeared from the draft budget that only 175 brochures were being printed. She said in past runs, 200 brochures were created. Magnuson said it was her recollection that we had a surplus last year, and that is why we printed less, but she will check on it for Davis. Magnuson also indicated the brochure would include the new Agate Beach icon and a few other updates.

Magnuson said that she and Andy would be coming to the July and August committee meetings to discuss and review new strategy for the 2009-10 fiscal year Budget.

ANALYTICS REVIEW: Magnuson explained she would have to e-mail a copy to us of the review, as she had forgotten it on her desk. She then commented on some comparisons between the January-March numbers versus the April to May numbers. She noted the visits to our website picked up after the airing of the PDXposed show on Newport. All in all, she indicated the numbers were up from the first quarter of the year. She further noted the most visited sites on our web are lodging first, and then attractions.

OTHER: Magnuson commented the surplus media buy is still airing, but will end at the end of June.

She stated the business promotions on the website will expire at the end of June, so if businesses wish to continue with their promotion she will need to know soon.

Davis shared how the ad in the Newport Chamber brochure would appear, and said she would get a copy to the committee soon.

McConnell spoke with regards to Seaport and their advertising. He stated they want to be more collaborative with the advertising theme of the Destination Newport Committee. McConnell stated that Matt from Seaport would like to attend our meeting in July. Davis said she would like to see a little reciprocity from Seaport as we have their information on our website at no cost to them. McConnell said Seaport is trying to put packages together with local hotels and golf courses.

It was noted that when the final Seaport flight arrives in the evening, the pilots unlock the door for the visitors, but there is no one at the airport to greet them, nor is their adequate information on how to access transportation to Newport. It was

suggested that perhaps the shuttle and/or taxi information could be posted in an obvious site at the Airport.

McEntee reported that next Thursday, June 18th, the Bayfront Association will be holding a fund raiser for Food Share. She recommended we get the word out and attend if we could.

Also mentioned was the "Clams for Cancer" fund raiser being held on June 12th from 4-7 P.M. at Western Title, and the "Tuna Classic" set for July 18th.

McConnell announced all of the activities that will be occurring to commemorate the 50th anniversary of the demise of Ernest Bloch, the famous composer who lived in Newport during the latter years of his life.

Magnuson distributed the ongoing and upcoming project update, and a brief discussion occurred.

There being no further business to discuss the meeting adjourned at approximately 3:05 P.M.

Respectfully submitted by:

Cheryl Atkinson, Executive Assistant
City of Newport