

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
July 9, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the July 9, 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, Lill Patrick, and Gabe McEntee. Council liaison, Mark McConnell, was also in attendance. Staff representative present was Executive Assistant, Cheryl Atkinson. Ad agency representatives, Lindsay Magnuson and Sarah Prince, joined the meeting later by telephone conference, along with Matt Kyler from SeaPort Air. John Lansing, also representing SeaPort Air, was present at the meeting, as well as Airport Director, Dennis Reno.

The committee briefly discussed the funds set aside for individuals or groups to apply for Tourism Marketing Grants, as well as those funds available to the committee for special community projects. Davis commented that the expenditure of these funds would still need to be approved by Council, and McConnell concurred. Davis also noted that with the room tax revenues being down this year, these funds could disappear totally if the room tax revenues continue to decline.

Davis shared marketing requests she had received over the last month. These requests came from Jack Rabbit Systems, Oregon Live, Go-Travel Sites, and PDXposed. She stated she would share by e-mail the offer from Go-Travel with committee members. A brief discussion ensued on the recent PDXposed Newport segment, and new potential suggestions for further episodes. Clark expressed that, in his opinion, the last airing was flat.

John Lansing, SeaPort Air representative, explained he was present at this meeting to explore the possibilities of sharing some joint advertising with the Destination Newport Committee. He also commented that Matt Kyler, who is in charge of advertising and marketing for SeaPort Air, would be joining the meeting via telephone later in the meeting.

Davis indicated that one piece of advertising SeaPort Air is currently running, could be opposite of what the Destination Committee is trying to accomplish in our advertising scheme. She explained that our ads aim to convince visitors on how easy it is to get to Newport anytime of the year, and in any kind of weather. SeaPort Air, in their marketing, was asking people to share their "worst driving story" for getting to Newport. Lansing responded this could be changed or dropped completely.

Davis further reported that it would be good for SeaPort Air to work with the Oregon Coast Visitor's Association, the Central Oregon Coast Association, as well as the Newport Chamber to get the word out about their offerings. Lansing stated that Matt Kyler would attend the next Destination Newport Committee meeting held in August.

2:25 PM – SeaPort Air representative, Matt Kyler, joined the meeting.

CONSENT CALENDAR:

MOTION: Clark moved, seconded by Lewis to approve the minutes from the last committee meeting. Atkinson explained the minutes were now included with the consent calendar, and should be approved as such. Motion was dropped, and a new motion followed.

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

1. Minutes

- June 11, 2009, meeting minutes
2. Report of Accounts Paid – June 2009
- Monthly invoice review from Grady Britton (overview sheet)

On call for vote, all members present voted aye, except Patrick, who abstained, motion carried.

With Matt Kyler joining the meeting via phone, Davis spoke about the “worst driving story” that SeaPort Air was pushing in their advertising, and how that can counter the positive driving message that Destination Committee is attempting to relate to our visitors. Clark noted it would be better if SeaPort Air emphasized the speed by which our visitors could arrive in Newport by using their service, rather than zeroing in on the “worst driving story”. Kyler stated they did not have to use this theme, and could certainly remove it.

2:34 PM – Grady Britton representatives, Lindsay Magnuson and Sarah Prince, joined the meeting.

Initial print media options for 2009-10.

Prince indicated that she would be recommending \$8,000 be added to the print media, and that amount would be deducted from the TV media budget. Prince further reviewed the proposed 2009-10 media plan. Magnuson commented that Prince will need approval to move forward with the amended media plan and was hoping that could occur before the end of the meeting today.

(2:35 PM – Committee member, Deborah Trusty, arrived.)

Council Liaison, McConnell, requested that G-B representatives work together with SeaPort Air to co-op their advertising efforts. Advertising on billboards was discussed, including the timing for that to occur, as well as locations. Prince did indicate that if outdoor advertising was successful in 2009, that funds could be reallocated from the TV budget to run more outdoor in the spring of 2010.

MOTION: Clark moved, seconded by Lewis to approve the amended media plan for 2009-10 as presented. On call for vote, all members present voted aye, motion carried.

Initial creative strategy direction for 2009-10.

Magnuson reviewed a sample copy of a power point presentation she had prepared. The power point addressed the goals for 2009-10, the ad agencies creative objectives, as well as the next steps they plan to follow. Magnuson indicated she and Andy would be presenting the creative concepts at the committee’s August 13th

meeting. If they receive approval from the committee to proceed, they will begin creative development in August and September and launch the new creative in late September.

Magnuson stated she would like to create a blog whereby focus could be made on our community and special events. She commented she still needs to work on the details on how best the blog could best be utilized.

Magnuson further reported that with the amended media plan being approved today, Prince would begin booking media soon so that it can air in September.

Targeted businesses for outreach.

Magnuson reported that it may be necessary to go door-to-door to get our businesses more engaged and be proactive with our website. She mentioned a few of the businesses she would like to visit.

McEntee suggested the ad agency have a representative try to attend a meeting of each of the business associations if possible. It was also recommended they attend a Lodging Association meeting. Attending a chamber luncheon was suggested as well. It was determined that some of the associations are not meeting during the summer because this is their busiest time of the year. Late September was discussed as a possibility for Magnuson to come to Newport and meet with as many of the associations as she could.

It was noted the 100% Newport logo is under utilized. Attaining more business coupons for our visitors was discussed.

E-mail addresses for John Lansing and Matt Kyler will need to be sent to Grady Britton if they are going to work together.

The conference call ended at approximately 3:10 p.m.

Other:

Lewis inquired about the status of the webcam. Atkinson gave an update and reported that most of the equipment has arrived, and Hawker has a team ready to have it installed the first part of August. There will be an agreement with KGW also put in place.

McConnell reported the Council would like to request that the Destination Newport Committee take on reviewing and making recommendations for the Tourism Grant Applications. He indicated the criteria for the grants will be reworked, and the focus will be entirely on marketing. There will be two grant cycles, and applicants will need to apply at least three months prior to their event. Discussion followed on the process proposed, and it was the general consensus of committee members present that they would be willing to review the applications and make recommendations for the Council's consideration.

Committee members discussed the dates for their August and September meetings. The August meeting date was fine, but Davis will be gone for the September 10th meeting, and rescheduling to the end of September was suggested. If that works for the majority of the committee, and the room is available, the meeting will be rescheduled to September 24th.

There being no further business to discuss the meeting adjourned at approximately 3:25 P.M.

Respectfully submitted by:

Cheryl Atkinson, Executive Assistant
City of Newport