

**CITY OF NEWPORT
DESTINATION NEWPORT COMMITTEE MEETING
MINUTES
August 13, 2009
CITY HALL CONFERENCE ROOM "A"**

CALL TO ORDER

Lorna Davis called the August 13, 2009, meeting of the Destination Newport Committee to order at approximately 2:00 P.M. Members in attendance were Lorna Davis, John Clark, Lill Patrick, Ric Rabourn and Deborah Trusty. Council liaison, Mark McConnell, joined the meeting by telephone later in the meeting. Staff representatives present were City Manager, Jim Voetberg, and Executive Assistant, Cheryl Atkinson. Ad agency representatives, Lindsay Magnuson, Julie Talbot and their intern, Erin Davis were present. Sarah Prince and Carol Colby joined the meeting later by telephone conference. Davis noted that Matt Kyler from Seaport had planned to join the meeting, but had informed her he would be unable to attend.

CONSENT CALENDAR

MOTION: Clark moved, seconded by Patrick to approve the consent calendar:

1. Minutes – July 9, 2009, regular meeting minutes
2. Report of Accts. Paid – July 2009

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

Magnuson requested that agenda item D. – “Review of the Media Buy” be discussed first, allowing Sarah Prince, G-B’s media representative, to join the meeting via telephone, and then she could be excused for the remainder of the meeting. Committee members agreed.

REVIEW SPECIFIC MEDIA BUYS

Magnuson reported that Sarah has done an amazing job on the media buy for this account. She distributed the 2009-10 media flowchart, as well as publication recommendations.

2:15 p.m. – Sarah Prince and Carol Colby joined the meeting via telephone. Prince gave a quick overview of the flowchart and the publication recommendations she is proposing. She indicated that we would be receiving an \$8,300 bonus in May from Comcast, and that she would be putting those additional funds towards print. Prince reported she was able to negotiate some very good media rates, and she had promised the different agencies this information would be kept confidential. She requested the committee abide by this request.

Prince reviewed all of the print media, which included the following: “1859 Magazine;” “Oregon Coast Magazine;” “Sunset Magazine;” “Northwest Palate;” “Performing Arts Program + Portland Guide Publication;” MIX Magazine;” and Madden Preprint. Magnuson had examples of all the magazines for committee members to view.

Clark asked where the “1859” magazine was produced, and was informed it was published in Bend. They have no accompanying website as yet. Magnuson indicated this would replace advertising in the Bend market, which was cut because of few budget dollars.

Trusty stated it appeared that Prince had attained some quality buys, and she liked her choices.

Prince then spoke to the outdoor advertising campaign she would be proposing. Magnuson had distributed a sample of the outdoor advertising being recommended earlier in the meeting. Prince indicated what she is proposing is a “wallscape” type poster that can be placed on a building in a highly traveled, very visible location. The site she is recommending is along the I-84 freeway, and is a high impact location. There was a discussion with regards to the cost, size, poster material, and whether or not the city would own the poster following the campaign. The cost would be \$16,000 for a four week, possibly eight week exposure. The size of the poster is 25 by 100 feet, and it is a vinyl mesh product. Clark inquired if someone would be monitoring the poster closely to make sure of its appearance. Prince responded they would. It was also noted the poster would become the City’s property once the campaign was finished.

The creative for the poster would be forwarded to committee members for their input via e-mail.

REVIEW CREATIVE COMPS AND STRATEGY FOR 2009-10

Julie Talbot, the Copywriter for Grady Britton, spoke on the creative strategy for the upcoming fiscal year. She explained they plan to build on the “Coast to Remember” theme from this year. She stated they are creating a “Newport Memory Derby,” which will be interactive on the discovernewport.com website. Talbot indicated how the derby would work, including contest rules, prizes, and stated they would like to announce the winner before the holidays. How people would hear about the contest was discussed. The contest will be promoted on our website and flyers.

Magnuson explained only one print ad will be able to be utilized this year because of the slimmed down budget. Three samples were shared. It was determined by committee members to opt for the crab to be used in the print ads for this fiscal year.

Examples for the outdoor advertising campaign were shared. It was the general consensus of committee members that the ad agency had not captured the essence of Newport and requested other options be reviewed. Magnuson said they would do that and e-mail by next Monday or Tuesday for the committee to review.

Atkinson inquired on the type of prizes being proposed for the Memory Derby contest. Talbot responded for the grand prize they would like to provide a full Newport weekend package to include a 2-night motel/hotel stay, dining, a boat tour, a visit to the Oregon Coast Aquarium, a camera. Second prize could be a really nice glass float, and the third prize could include novelty items. Davis indicated she could work on lining up the first prize package.

It was noted that Grady Britton would take a first look at the entries for the contest, and pass along their recommendations to the Destination Committee for final selection. Following a brief discussion, it was determined the contest would begin September 15th and run through December 31st.

It was reported that the weather web-cam was finally a done deal. Magnuson stated they could put something on “twitter” to get the word out about the web-cam being up and running. KGW, Channel 8 is the host television station for the web-cam view.

REVIEW ESTIMATES FOR CREATIVE ELEMENTS AND UPDATED BUDGET

Magnuson reported the brochure reprint costs were lower because of fewer reprints being required. The two seasonal e-mails will be to promote the Memory Derby contest. Magnuson said G-B will see how the contest pans out, but most charges will go to account services.

As the next agenda item would be reviewing the tourism grant application, members of the Grady Britton team were excused from the meeting.

REVIEW TOURISM MARKETING GRANT CRITERIA

3:40 P.M. – Council Liaison, Mark McConnell joined the meeting via telephone. He asked the committee members to take a look at the revised application. He wanted to know if committee members could accept the changes being proposed by Council, since they were now going to be reviewing and making recommendations to the Council with regards to these grant applications. McConnell requested the committee consider awarding half of the grant funding (approximately \$12,500) during the first round of application requests, with the remainder awarded during the second round. He further commented the application is now called the “Tourism Marketing Grant Application” putting an emphasis on marketing if the events are applying for the grant funds.

A few recommendations were discussed with regards to the format of the application form, and those recommendations would be incorporated per McConnell. He stated the committee would be reviewing and making their recommendations to Council for final approval. McConnell further stated once the changes are incorporated into the application form, and accepted by Council, he will contact Kate Rowland to do an article for the “News-Times,” and it will also be posted on the City’s website.

OTHER

A brief discussion ensued with regards to the budget for the webcam.

Davis spoke on the appropriate use of advertising funds for private businesses, especially in reference to Seaport Airlines request from the Destination Committee’s last meeting. She stated it specially speaks to this issue in the committee’s by-laws stating that the committee cannot promote an activity that shall benefit one particular segment of the business community. It was determined the committee would not be making a recommendation to Council for the Destination Committee to co-op with Seaport Airlines in an advertising campaign.

Davis stated she has e-mailed committee members different advertising opportunities that have come her way, and would appreciate a response one way or another on how to respond to these opportunities.

The Chamber map will be ready for distribution in a week and a half, per Davis.

It was determined the next Destination Committee meeting would occur on the regular meeting date of September 10th. Davis indicated she would not be able to attend, as she had another commitment on that date. Also it was determined that Magnuson should be requested to postpone her visit to the different business associations to a later date. There being no further business to come before the committee, the meeting adjourned at approximately 4:00 p.m.

Respectfully submitted by,

Cheryl Atkinson, Executive Assistant
Office of City Manager/City Attorney