

MINUTES
Destination Newport Committee -- Work Session
February 3, 2011, 3:00 PM
Conference Room A

Present at the work session was Lorna Davis, Lill Patrick, John Clark, Gabe McEntee and Carrie Lewis. Staff present was Jim Voetberg and Cheryl Atkinson. Jeremy Burke, publisher at the "News-Times" was also present.

City Manager Voetberg indicated he had a couple of items he needed to share with the committee before they delved into working on the RFP. He explained that the City Attorney would be coming in to share information about electronic e-mail later in the work session.

Voetberg reported that the room tax fund could end up being \$300,000 less than was budgeted. He stated we will be putting one project on hold that is budgeted in this fund. That should assist in the shortfall. Voetberg will be recommending to the Council that \$25,000 not be spent out of the discretionary funds that were made available to this committee for projects outside the scope of Grady Britton. This should also help with the estimated shortfall. He asked if the committee would still want to recommend to Council the expenditure of \$15,000 for the "Next Stop" Newport televised 30 minute promotion knowing they would not be receiving as much in discretionary funds. Following a discussion on this topic, it was determined to go forth with a recommendation to the Council for the Newport "Next Stop" promotion. However, it was suggested by a few of the members that the content really needs to be nailed down, and the entire committee needs to work on this together. Clark questioned the effectiveness of the 30 minute promotion. Both Davis and Patrick indicated there were a high number of phone calls to the Chamber following the previously aired promotions that were formerly entitled PDXposed. It was also noted that the new show, "Next Stop" would be airing to a much larger market. Davis said they plan to film this spring and the show will air in August and later in the fall.

Davis reported the Chamber will be having a new promotion beginning this spring. They hope this promotion will assist in putting more "heads in beds". She said they will be contacting the motels/hotels and restaurants soon to see if they wish to participate in the promotion. The main idea for the promotion would be that any of our visitors who stay two nights in Newport at a certain time of the year, they would be eligible to win two free nights of their choosing. If the restaurants choose to participate, they could offer free meals for the winners.

City Attorney McCarthy arrived and gave a brief lesson on the do's and don'ts for holding public meetings. She reviewed the rules and regulations with an emphasis on e-mail correspondence. It was noted that two members of the committee had attended the noon public meetings orientation session on this same topic the day before, and three of the committee members present at this work session would be attending the 5:30 P.M. orientation session today. She emphasized that all correspondence, including e-mails are public documents and cannot be destroyed.

Discussion on RFP for Advertising & Marketing

Davis distributed a breakout of costs for the ad agency. A discussion followed with regards to the percentage an ad agency charges to manage a client's account.

Patrick asked if Voetberg had an idea of what the budget would be for the coming fiscal year. He stated he hoped it could be the same as this year, but not positive at this point. The committee concurred that their room taxes were flat this year, and could be down again next year.

The committee then proceeded to go through the RFP page by page. It was recommended that under RFP Specifications – (A) Goals & Objectives, No. 1, the words “including the Spanish language community” be removed. No changes were recommended for Nos. 2 and 3. Patrick noted that No.4 could be eliminated since a brand was already established with the current ad agency. She also stated we seriously need to look at putting the RFP out locally. Number 5 will need to have the amount changed to what the City determines will be the budgeted amount.

The following was recommended for (B) Scope of Services:

- (1) Maintain the current brand.
- (2) Determine the appropriate marketing needs of the City.
- (3) Develop advertising and marketing strategies designed to meet the City's specific needs and budgetary limitations.
- (4) Analyze available advertising media, including radio, television, newspaper, magazine, billboard, etc., to determine suitable advertising media for the City.
- (5) Plan, create and prepare advertising or arrange for the planning, creating and preparation of advertising.
- (6) Negotiate and contract with the advertising media for space or time to obtain the most favorable terms and rates available.
- (7) Follow up on all services provided by media to evaluate and determine their compliance with contractual obligations.
- (8) Timely pay all persons or firms supplying goods or services in connection with the advertising program.
- (9) Bill the City for all remittances made by the contractor for City's account, and maintain accurate books and records in this regard.
- (10) Offer input on current www.discovernewport.com site, social media and on-line opportunities.
- (11) Coordinate with City as appropriate.

The committee concurred there needed to be no changes in (C) Eligible Proposers. In (D) Sources of Funds and Budget, the fiscal year needed to read 2011-12 and the budgeted amount needed to be reduced to \$200,000, or the projected figure that will be determined by staff. City Manager Voetberg said he would take a look at this section and add more if needed. The (E) Contract Term shall remain the same.

Under discussion for the preliminary schedule, City Manager Voetberg said he would like to have a draft RFP to the Council for their March 7th agenda. If Council approves the draft, dates will be set forward.

The date will need to be changed for the mandatory Pre-Proposal Conference, once the Council approves the proposed Request for Proposal. It was also noted that Peggy Hawker's e-mail address will need to be changed to p.hawker@newportoregon.gov.

It was suggested that under Section (H) Deadline for Submission of Proposals, providing ten hard copies was overkill. The committee suggested the proposer provide 2 hard copies and 10 thumb drives or CD's. A new date will need to be inserted into this section also.

No changes recommended for Section (I) Proposal Requirements, Evaluation Factors, and Selection Process.

It was noted that the projected costs section was really geared toward an agency. Therefore, the committee suggested the following for the Projected Costs section:

- (1) The billing rate per hour charged for each classification of the contractor's employees will be related to the scope of work. Information on projected costs will also include any estimated out of pocket costs, any other anticipated fees and charges, and a commitment to provide the proposed advertising services within the allocated budget.
- (2) Proposed Services: A description of the way services will be provided, addressing the services discussed in Section II.B. A proposer may alter the services listed in Section II.B. by adding to, subtracting from, or otherwise altering the list of services. The material may be in the form of a marketing plan.
- (3) Keep current language, but remove the words "for the firm".
- (4) Keep current language.
- (5) Correct the Peggy Hawker's e-mail address and the deadline date.
- (6) It was suggested in this section that the scoring include at least 10 points for using local providers.

The committee determined the remainder of the RFP shall remain the same, except for the word "inconvenience" under Terms, needs to be changed to read "convenience".

A brief discussion followed on some of the items that are currently included in the ad agency's scope of work, such as the web cam and web services. It was also noted that currently all press releases are not included in the ad agency's contract.

There being no further business to come before the committee, the meeting adjourned at approximately 4:30 PM.