

**OCEAN SHORES PROMOTIONS ADVISORY COMMITTEE**  
**MINUTES**  
**June 15, 2010.**  
**Convention Center - 3:00 PM**

**Call to Order:** Ken Mercer called the meeting to order at 3:05 PM.

**In attendance:** Jack Frost, Ken Elgin, Peggy Berry, David Robbins, Jeanie Cox, Kathy Campbell Buckner, Wendy Brown and Ken Mercer.

**Review Minutes:** The Minutes were approved.

**Reports:**

The May hotel/motel tax revenue report was presented which showed that through May 2010 we are up 14% for the first 150 days of reporting for the year. [May number is actual results for March 2010]. The visitor count for May showed a decrease for the month and we are at -7.20 % for the first 150 days of the year. The weather for the last six weeks has been terrible and our Memorial weather situation was no different causing many to cancel or leave early. With kids out of school and our Sand and Sawdust event around the corner we need a weather change soon. Ken talked about the Saturday shuttle for Sand and Sawdust that will run in a continuous loop from 10a.m. to 5p.m. for free.

The May "campaign" was a light campaign featuring online media in The Seattle PI, KOMO.com, The News Tribune and The Olympian. 300 x 250 and 300 x 600 banners were included as were two sizes of online sliding billboards. The campaign called for 638,000 impressions. An addition 120,000 impressions we delivered at no charge for a total of 758,000 impression. The campaign generated 2,073 inquiries to our websites. Once again response fell as frequency topped 8 x's and fell further after a frequency of 12.

The final ad material for the 50<sup>th</sup> Anniversary Summer campaign was reviewed. All were based on previously approved layouts, concepts and/or scripts. The outdoor features a 14' x 48' bulletin, 30 sheet poster panels and the Clear Channel Digital Network in Kent, WA. Jack noted that the version with the vintage beach chairs has been replaced due to excessive cost of that image. All versions were approved. Jack also handed out a distribution map illustrating the posting location of all variants.

Our radio spot breaks the clutter with a movietone news type voice recalling notable milestones of 1960. It continues to position Ocean Shores as being a destination where families and friends still come to have fun and relax. The spots close with a station tag directing the listener to wacoast.com. The buy includes KCMS, KRWM, KPLZ and KKWF.

Online banners in the following formats were reviewed, 728 x 90, 300 x 250, 300 x 600 and sliding billboards. This set featuring the newly revised art is referred to as phase 1. Phase 2 will be reviewed at the next meeting. Two sets of creative are being done due to the length of campaign and the fall-off in response as frequency increases.

The final two components of our e-mail campaign were reviewed and include sponsorship and spotlight positions in the Seattle Times Travel Deals. Both were reviewed and approved by the group. Jack also noted that they were able to obtain positions in the Hearst Media "Sale Mail" and "PI Mail" at no charge. Collectively these pieces will be delivered to 335,000 subscribers beginning 6/20/10.

Kathleen brought up that with the paving project complete "selling" biking as an activity could be a draw, she also mentioned Going Coastal was renting bikes and has developed a bicycle map. The group agreed that biking is a good activity. Jack agreed and noted that biking is included in the radio spot and that we can look into how we can include a biking map online, in the getaway guide or both. Ken will follow-up with Kelly at Going Coastal regarding the map.

Jack reviewed many of the "infrastructure" projects that are underway or have been recently completed. In the works is a video documenting the fun of the community picnic along with beach and fireworks activities in and around Ocean Shores. The shoot list was reviewed for any events or activities we may be missing. The videos will be deployed in the tourism web site, on our Facebook page and on our YouTube channel.

Jack took this opportunity to review our YouTube channel. He feels this is a venue where we can upload content with a more commercial flavor, as opposed to Facebook which is aimed at building a non-sales oriented community atmosphere. Finally Jack reviewed our Facebook Fan Page which now includes over 4,000 fans. The posted content continues to be positive and supportive of our community.

Adjourned at 4:05 p.m.

Next Meeting July 20, 2010  
At the Ocean Shores Convention Center 3 p.m.