

1 Depoe Bay City Council
2 Workshop Meeting
3 Tuesday, September 7, 2010 – 6:30 PM
4 Depoe Bay City Hall
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7 PRESENT: Mayor J. White, J. Brown, P. Cameron, C. Connors, D. Davilla, B. Leff, D. Zimmerman
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9 STAFF: City Recorder P. Murray, City Field Superintendent T. Owings
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12 I. CALL MEETING TO ORDER AND ESTABLISH A QUORUM

13 Mayor White called the meeting to order and established a quorum at 6:30 PM.
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15 II. CITY PROMOTION AND ADVERTISEMENT

16 Murray recalled that during the budget process public input included a suggestion that the City
17 Council consider requesting proposals for different entities to contract with the City for promotion
18 and advertising, in place of the existing line item for a contract with the Depoe Bay Chamber of
19 Commerce; this suggestion resulted in a workshop being scheduled to discuss the possibility.
20 Connors, who is the Chamber's Treasurer, offered to answer any questions that might be directed
21 at the Chamber. There was discussion about the distinction between and benefits of advertising
22 and promotion. Promotion was defined as "when you ask for people to pay attention". Advertising
23 was defined as: "when you pay to put your message in the place where people are either reading,
24 listening, or watching". A Councilor said that the only issue was one of definition. Murray
25 questioned a requirement in the contract with the Chamber for a "regular report", noting that the
26 only report that is given is an annual report, but semi-annual, quarterly, or monthly reports might
27 be more informative as to how the money is being spent. This suggestion wasn't considered
28 necessary; however, the Council agreed that having a report submitted in advance of the Budget
29 Committee meetings would be better than just prior to voting on the budget. The submission date
30 would be at the Chamber's discretion. It was the consensus of the Council that the line item be
31 changed to "Advertising and Promotion".
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33 III. ADJOURN

34 There being no further business, the meeting was adjourned at 6:46 PM.
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James White, Mayor

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44 Emma LuMaye, Recording Secretary